Love Systems'

ROUTINES MANUAL

In Association with Fast Seduction 101

Also with:
Badboy Lifestyles
Brad P. Presents

The Don
and
Savoy

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Introduction

So, here it is. The highly awaited, forever requested "Routines Manual." Contained inside are some of the best, most consistently successful routines as compiled by the dating industry leaders: Love Systems, Fast Seduction, Badboy Lifestyles, and Brad P. Presents and others. These are the workhorses used by Love Systems instructors and other masters around the world.

A routine is any piece of prepared verbal or non–verbal material used for attracting women and beginning a romantic or sexual relationship. The variety and types of routines included in this book range widely and are divided mainly according to the objectives they seek to accomplish: e.g., building attraction, creating comfort, creating physical intimacy, etc.

We offer you this book as a means to see what the masters use, so you can develop your own material. Having a repertoire of good routines is the bread and butter of good "game." They are what help us to replicate success. They help us avoid awkward silences and "mind blanks." They teach us what women like to talk about. They demonstrate the kinds of things naturally charismatic people do and help us develop the social skills to attract beautiful women when we encounter them: at bars, parties, during the day, or wherever.

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There's nothing "weird" about using routines. Everyone does it whether they know it or not. Any story you've told more than a couple of times is a routine. We're here to help you make and use the best material. Which brings me to a big caveat: "game" is not *just* spitting routines.

There is much, much more to it: proper delivery, calibration, having an attractive identity, physical escalation, genuineness, having a unique and congruent style, and much more. Guys who have great game have all of these areas mastered in addition to having a formidable arsenal of routines in their heads. These areas are covered in detail elsewhere, such as a Love Systems bootcamp, or *Magic Bullets* by Savoy, but the most important thing to keep in mind is personalizing your game; creating your own style with the routines you choose. You will notice that there are a wide variety of styles included in this book; created by people such as Badboy, Brad P., Tyler Durden, IN10SE, and more (many people in this field use pseudonyms). They run the gamut from smooth, to genuine, to funny, to borderline absurd. All of these have been field tested and have worked for various guys in real world situations. It's up to you to hone in on what works for you. What you say, how you behave, and how you dress should all meld into one congruent whole. Your routines back up your behavior and support the identity you've chosen to convey.

For the best results with this book, find the routines that best highlight the identity you want to create out of the best parts of yourself and learn from those. Don't be afraid to experiment. These are not gospel. Tweak and change them to make your own versions. The goal is for you to come up with completely new routines yourself. All the best guys have unique routines that only they use because they fit perfectly to them as

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individuals. You should do the same. You will learn to do this in the section on Creating Your Own Routines (Chapter 8).

We hope that you enjoy the book.

Best,

The Don

and

Savoy

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A Note on Sources

Many of the routines in this book were invented by Love Systems instructors. We were also able to arrange permission to use material from www.TheAttractionForums.com and other individual creators or copyright owners, and we are grateful for their participation in this important project. A large number of routines came from www.FastSeduction.com (both the mASF Forum and the Fast Seduction 101 Archives); these are used with permission from Learn The Skills Corp. (owner and operator of the Fast Seduction 101 website), and in some cases have been modified from their original versions. All rights reserved, no re-use granted without permission.

Dating science is a cumulative science, and every creator builds on the work that has been come before. This sometimes makes it difficult to determine original authorship. Other routines have been handed down and modified from person to person over long periods of time without consistent records. Rather than exclude these routines, we have included them with the source notation "Unknown." We have made a good-faith effort to track down the original authors of all of these routines, including posting them on www.TheAttractionForums.com and canvassing Love Systems' large team of experienced instructors, many of whom have deep roots in dating science. If you are able to help us with the original authorship of any of these routines, or feel that we have incorrectly attributed anything in this book, please contact us at routinesmanual@lovesystems.com.

Similarly, if you feel that YOU have a routine that deserves to be in the book and that you deserve to have your name and contribution recognized, please contact us as well, at the same address. This book has in many ways represented a groundbreaking cooperation among many individuals involved in dating science, for the benefit of the community as a whole. Our goal is to continue to update and modify this book in further editions, as part of Love Systems' purpose of giving men the tools to succeed with women.

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Chapter 1

Introduction to the Emotional Progression Model

The following is a brief introduction to the Emotional Progression Model as taught in our live workshops and in *Magic Bullets*. If you are familiar with it, feel free to skip ahead unless you want a quick review. For those of you who are new, this section will get you up to speed on some of the basic concepts and terminology that will be used throughout the rest of the book.

The Emotional Progression Model, as it currently exists, was developed by many men simultaneously and rigorously testing, evaluating, and sharing tactics and techniques to attract beautiful women. This makes us sound like technicians in lab coats, but in actuality we were just doing what we would have been doing anyway – going out and meeting women – except that pooling our knowledge made us more successful with every night.

Women and Emotional States

One over-arching principle that we recognized very early on was that most women tend to make decisions about men, dating, and sex based on their emotions rather than logic. This is why men who are successful with women espouse the principle "change her mood, not her mind" when they want a woman to do something.

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While this is not an original breakthrough, the implications we discovered from this are quite profound: the emotional triggers that govern women's decision–making are fairly consistent across different ages, cultures, and characters. Put another way, women's personalities differ from each other as much as men's, and the specific tactics that you use should be adjusted to relate to a woman's unique qualities…but, the emotions you need to unlock and some of the steps you need to take to get there are surprisingly consistent. At the simplest level, your best chances of beginning a sexual relationship with a woman is to trigger four broad emotional states in her:

- Attraction: Feeling that your social value (a concept fully explained in the book *Magic Bullets*) is equal or greater than hers.
- Qualification: Feeling that she's special to you or that she's earned your attention.
- Comfort: Feeling comfort and connection with you.
- Seduction: Feeling aroused by your touch without awkwardness or embarrassment.

Women need these four emotions in varying proportions, but, while there are exceptions, most women need some measure of all four.

Emotions in the Correct Sequence

A second major implication is that it's easiest to create these emotions in a woman in that specific order. Some of this is pretty intuitive. For example, we know that few women

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could "feel aroused by your touch without awkwardness or embarrassment" (Seduction) before they "feel comfort and connection with you" (Comfort).

What most men do when they meet a woman whom they don't know but are interested in is to ask questions and look for commonalities. These men ask "where are you from?" and "what do you do?" and dozens of similar questions. What they are doing is trying to build comfort. The reason why this doesn't work is that women aren't generally looking to build comfort with men they don't know, or, if they do, they tend to think of these men as belonging in the dreaded "let's–just–be–friends" zone.

We cover other reasons why these emotions, in this order, are the crucial ones in Chapters 4–10 of *Magic Bullets*, the ground-breaking book on the subject of dating and seduction for men. To avoid the trap of "easier said than done," *Magic Bullets* also provides detailed step–by–step instructions and tactics to explain how to develop each of these emotional states within a woman – without gimmicks or pickup lines.

The Full Emotional Progression Model

As powerful as these four steps are, they are not enough by themselves. It's rare that you can walk up to a beautiful woman and be given enough time and attention to build real attraction, let alone all four key emotions. Similarly, your interaction with a woman does not end the moment Seduction begins. Our experience allowed us to apply these three "practical" steps to go with the four "emotional" ones. Putting these all together, we get the full Emotional Progression Model:

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1. Approaching
2. Transitioning
3. Attraction
4. Qualification
5. Comfort
6. Seduction
7. Relationships

Let's take a quick look at these three new phases:

Approaching is the skill of starting a conversation with a woman you don't know in a way that gets her attention. It's a crucial one to master. Extremely beautiful women (remember, Love Systems is designed for highly–desirable women) have men approaching them all the time. It's been estimated that a normal, attractive, outgoing 25–year old, for example, has been approached by men approximately 5,000 times in her life. These women are quite adept at brushing men off and will generally not give you a chance unless your skills are top–notch.

Transitioning answers the question of "what do you do next?" Men usually become adept at approaching fairly quickly, but often "don't know what to say" one or two minutes into the conversation with a woman whom they don't know. Transitioning is a skill that brings the conversation to a place where you can attract her instead of taking the unproductive route of asking her questions about herself (which is an attempt to build comfort too early).

Relationships reflect the fact that your interaction with a woman does not usually end the first time you have sex. Sometimes she'll be on the road to being your girlfriend.

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Sometimes she'll be a friend with benefits. Sometimes she'll be somewhere in between. Again, through experience and testing, we've been able to create a system of tactics and techniques that allow you to guide a woman to wanting the same form of relationship that you do, or to just have a one-night stand without expectations. What do with your skill set is up to you.

To learn more about the Emotional Progression Model go to www.magicbulletsbook.com.

Here is a brief summary of some of the terms you will encounter in this book, along with definitions:

Approaching – Initiating a conversation with a woman or a group. Also known as opening.

Approach Anxiety – The feeling of nervousness most men experience before approaching a woman they don't know.

Cold Approach – Approaching a woman (or a group) whom you don't know and starting a conversation.

Cold Read – Making an observation or statement about a stranger's traits based on what you observe. Initially used by magicians and psychics it traditionally involves techniques to convince another person that the reader knows much more about a subject than they actually do.

Congruence – Consistency of behavior to identity. If you display personality trait X, congruence requires you act in a manner consistent with someone with that personality trait.

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Disqualifier – Something you say or do that implies that you are not romantically or sexually interested in a woman.

Embedding – The process of communicating something, usually positive qualities about yourself, in the context of appearing to be talking about something else.

Frame – The context under which an interaction takes place. If a woman touches you and you playfully remove her hand and say "no touching this early," your frame is that she is trying to get physical with you. Her frame may be entirely different. The dominant person's frame will usually take precedence.

Mixed Group – A group of people interacting with each other that includes both men and women.

Physical Escalation – A process that takes place throughout an interaction where we use physical contact to move things from simple conversation towards a more physically intimate direction. Generally physical escalation begins as playful and innocent, then gradually becomes more romantic, then sexual, ultimately culminating in sexual intimacy.

Rapport – Commonality of perspective, being in "sync" and on the same "wavelength" as the person to whom you are talking.

Transitioning – The act of seamlessly extending the conversation off of the initial opening topic into other areas thereby continuing the conversation in an unforced way.

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Value (male) – How desirable you are to a given woman based on what she's learned about you.

Value (female) – A woman's perception of how desirable she is to men in general.

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Chapter 2

Openers

Opening is the act of beginning a conversation with a woman or group of people who you don't already know.

There are a number of ways to do this, varying from the casual and sly to the bold and direct. The most important thing to remember is that despite all the weight put on opening by many guys, it is not a big deal. With the pressure taken off, the simple act of starting a conversation should be successful nearly 100% of the time. It's what you do in the few minutes *after* the opener that matters most in terms of the impression you will make on a woman; not necessarily what you open with. That is why we have the crucial Transitioning phase (Chapter 3).

Some of the important categories of openers include: indirect, direct, screening, teasing, and humorous. A full analysis of these, and other types of openers, can be found in *Magic Bullets*; our purpose here is more to organize the various opening routines you can use.

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Indirect Openers

An indirect opener is an opener that does not imply romantic or sexual interest in a woman. Indirect openers are the most versatile form of openers we have. They are easy to deliver, don't require an inordinate amount of skill, and can be tweaked for just about any situation. They also avoid making women uncomfortable and risking an initial loss of value because you do not have to express overt sexual interest in the woman or her group.

Just about anything can work as an opinion opener, but there are certain topics that can make the job easier, such as relationships, human nature, gossip, fashion, and new age philosophy. These tend to work very well because they interest most women. These are the things they think about and talk about naturally. It's hard for women to resist responding to these topics. Conversely, sports, fiscal policy and Continental philosophy are not good subjects for openers; some women may respond to these narrow topics, but you are limiting your success with many others.

The actual content of the responses you get from women after the opener is not important. You can disregard or integrate it as you choose, just make sure that you are steering the interaction in the direction of your choosing and not letting them hijack the conversation.

Below are some examples of opinion openers. After trying a couple of these, you should be able to use stories and situations from your own life and turn them into the same sorts of openers. They should work just as well.

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For more on creating your own openers, see Chapter 8: Creating Your Own Routines.

Drunk "I Love You's"

This is a good opener for moving directly onto the topic of relationships and setting yourself up for later more detailed Comfort routines on your philosophies on dating, love, and relationships.

"Hey, do you guys think drunk "I love you's" count?"

(They respond.)

"OK, check this out… my friend Nick got really drunk last night and told his girlfriend that he loved her, then this morning he took it back. Do you think he meant it?"

(They respond.)

"Here's my take. When you're drunk you say things that you actually mean but are afraid to say, so I told her that he probably meant it but just need more time to say it sober."

Sinn, Love Systems Instructor

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Engaged Friend

This opener has a little drama in it and is short and quick for stimulating interest.

"My friend is about to marry a girl I can't stand. How do I tell him not to?"

(They comment.)

"It's not even that I don't like her. I get along with her just fine… It's just that he doesn't get along with her. It's like oil and water. They fight all the time. You probably know couples like that."

(They comment.)

Like you and me…

(To the woman you're attracted to, smiling)

We'd never get along. I can already tell…

Move into a Transition or Relationship–related routine.

The Don, Love Systems Instructor

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Text Message Breakup

This is a longer routine and most suitable for younger women.

"Is it wrong to break up with someone with a text message?"

(They will often ask how long you've been together.)

"It's only been like three months. Nothing serious, but I just received an email from her live–in boyfriend asking me 'Are you sleeping with my girlfriend?' I had no idea about this guy…"

(Here you can go one of two ways based on your assessment of the woman.)

If she seems like a potential girlfriend:

Follow–On 1: "So, obviously I need to cut her loose but I don't want to make a big deal out of it and get into it about her lying to me and such, so a text message seems like the easiest solution."

If she seems more adventurous:

Follow–On 2: "It did seem to be going a little too perfectly. I usually can't just sleep with a girl for 3 months without getting the 'Let's make this more serious' talk. Now I know why she was able to stay so casual without giving me an ultimatum."

LBD, Love Systems Instructor and LXSarging

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Email Read

Women will often be more open than usual when they first meet you due to the initial anonymity you have, and may admit things they've done that are a bit unusual. Use this to your advantage to "cold read" or "tease" her responses (see important terms, Chapter 1) and move forward.

"Would you read your boyfriend's email if you thought he was cheating on you?"

(They answer.)

"My friend thought his girlfriend was cheating on him so he had these guys in China hack into her email for $250…I know, it's shady; anyway, he finds out she is cheating. But should he tell her he hacked into her email or just dump her out of the blue?"

(They answer.)

"If he breaks up with her out of the blue it'll seem weird to everyone. They've been together for like two years. But if he says he read the email, she'll totally turn it around on him and make it about the hacking. That's totally a brilliant girl tactic. Turning it around on the guy even when you're wrong…"

(To the woman you want:)

"You would totally do that."

The Don, Love Systems Instructor

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Set Up

This routine demonstrates pre–selection in that you have friends trying to set you up with people and also that you have standards and are picky about who you date. The concept of pre-selection is covered in Chapter 3 of *Magic Bullets*.

"Hey guys, how do you tell someone you're not interested without hurting their feelings?"

(They respond.)

"OK, check this out, I came out with some friends of mine and my friend Mindy is trying to set me up with her friend, and she's cute but she's just not my type.

What should I say?"

Sinn, Love Systems Instructor

Makeup Opener

This opener is most useful in all-female groups. Because it leads quickly into playful teasing, it is especially suitable for extremely attractive women.

"Hey guys, quick question, my friends and I are having a conversation and can't decide – can a girl tell when another girl is wearing make up?"

(They answer Yes/No/Maybe.)

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"That's interesting because we were at drinks with our friends today and all the girls said 'Yes' and all the guys said 'No'."

(To the woman you want:) *"Are you wearing makeup?"*

(She responds – usually 'yes', especially if in a night club.)

"Oh. OK. I'm sure you're still pretty."

OR

"Hold your hand out." (Slap hand playfully.) *"That's for cheating."*

Mr. M, Love Systems Instructor

Breast Enlargement

This opener is a bit outrageous so it's best saved for bars and clubs and used on women who look like they or their friends have had or seriously considered having breast enlargement.

"My friend's girlfriend is planning to have breast enlargement surgery as her birthday present to him. He doesn't know about this and I don't think he'll be happy. Should I say something to her? Or to him?"

(They respond.)

Follow–on 1: "Here's the thing, I think her real motivation might be that her sister just got her breasts done and they've always been really competitive. But would someone really

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change their body like that just out of jealousy?"

Follow–on 2: "I wonder if it's even my place to say something because I used to hook up with her sometimes – she's really beautiful but not my type, so I introduced her to my friend. I've tried to stay out of their relationship, but I don't want either of them to be unhappy."

Savoy, Love Systems Instructor, Program Leader
Excerpted from Magic Bullets

G–String

This is longer than most indirect openers so be prepared to talk and tell a good story when you use this one. Don't use it in a loud or high-energy environment. Assume familiarity and just start talking as if you already know them when you use it.

"Hey guys, you won't believe what's going on with a friend of mine and his girlfriend. They've been dating each other for six months now, and my friend really loves her. But they had this big fight a few weeks ago, and she went to visit her mother to cool down.

While she was gone, my friend was so depressed, that he ended up hooking up with some random girl he met in a club.

Anyway, a few days later, his girlfriend comes back, and she finds this girl's thong in the bathroom, and she knows the thong isn't hers.

So she confronts my friend on this, and he lies and says

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that the panties are his! And that he secretly likes to dress up in women's underwear. So I don't know if his girlfriend knew he was lying and just wanted to punish him, or if she really is into this or not, but she said she thinks that's really kinky and turns her on and wants him to wear women's underwear around the house.

So he's been doing this for a few weeks now and is absolutely miserable!

So I think he should just come clean and let his girlfriend know what happened. What do you guys think? How important is trust in a relationship? Or do you think some things should remain hidden, even if it means being miserable?"

Badboy, Founder, Badboy Lifestyles

Goodbye Opener

This routine is good for starting to talk about dating and relationships. You can change the Milan modelling reference to something more congruent to your identity; for example, you could reference a business trip or a medical conference.

"Hey guys, I just got into a big fight with the girl I'm seeing, because she says that I get off the phone really badly.

I just like to say, "Okay, I'll talk to you soon." I say sooner rather than later, because with my friends, I like to talk to them sooner.

Well she's in Milan for Fashion Week, and she started this big fight, because she thinks, I should say "Good–bye," wait

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for her to say, 'Good–bye,' and then say a third, 'Good–bye.' Is that crazy?"

Sinn, Love Systems Instructor

Bar Opener

This is great to deliver at a bar, talking over your shoulder while waiting for a drink. Don't bother with it at malls or coffee shops; it may come across as contrived.

"Hey, if a guy and a girl get to the bar at the exact same time, who gets served first?"

(They respond.)

"See, my ex–girlfriend was a bartender and she used to reckon that the girls got served first unless the guy was better at making eye contact. I bet you I get served before you do."

Let a few seconds pass to see who gets served first. You can disturb her attention here by pointing at her collar and flicking her nose as she looks down or lightly and playfully pushing her away with your forearm as she tries to get the bartender's attention.

Mr. M, Love Systems Instructor

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Direct Openers

Direct openers explicitly express some degree of interest. They can come in many different forms. The success of a direct opener has less to do with the actual script of the opener and more to do with the level of confidence and congruence with which it is delivered.

For more details on the practice and execution of direct game, check out the guys at Badboy Lifestyles (www.BadboyLifestyles.com) who wrote an excellent book on the topic called the Badboy Lifestyles Seduction Manual. They also offer one-on-one and small group training around the world, where they train and coach you at malls, bars, and coffee shops to do this successfully.

- *"You're hot, you should talk to me."*

  Sinn, Love Systems Instructor

- *"You guys seem cool… Are you friendly?"*

  Ajax, Love Systems Instructor

- (If she's giving you eye contact.) *"Don't look at me like that or I'll fall in love."*

  Badboy, Founder, Badboy Lifestyles

- *"If you're going to look at me like that, you should at least talk to me."*

  Sinn, Love Systems Instructor

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- *"Are you (guys) shy, or something?"*

  (They respond.)

  "Because we've been here for almost 15 minutes and you haven't even come over and said, 'Hi' yet."

  Craig

- *"Here's the deal, I've been looking around this place, and I've come to the conclusion that you are the only girl here who's cute enough for me to talk to. So great, now we're talking."*

  Brad P., Founder, Brad P. Presents

Fashion Tip

This is a ballsy opener that demonstrates value through confidence. Essentially you just go up and just tell a group of women how they would look *even better* to you. This must be done playfully and with a smile. The women shouldn't be 100% sure if you are serious or not. For example:

"You should wear your hair open."

"Open that up one more button."

Or just fix their clothes for them. Tell them what would look amazing on them.

Train your eye to look for imperfections, but make your commentary ambiguous, as though it's almost a compliment.

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From there, it's easy to launch right into a routine. For example you can talk about what and how much clothes say about people and cold–read her right there or go in a different direction.

Kooper

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Screening Openers

Some openers present a woman with an implied challenge: is she up to your standards? If she answers or is "compliant" to your opener, you will be further ahead than if you'd simply used an opinion opener. However, these openers carry a greater risk of failure and require your tonality and body language to be more polished. Here are some of our favorite examples:

- *"Is there more to you than meets the eye?"*
- *"I saw you from over there and wanted to see what you were like. What are your three best qualities?"*
- *"What do you have going for you more than your looks?"*
- *"Why would I want to get to know you?"*
- *"What nationality are you?"*

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Humorous Openers

Humorous openers are neither direct nor indirect. You are not pretending to have no interest in her, but you are not hitting on her either. If you are naturally funny, use these openers frequently. If you are not, check out our Further Resources (Chapter 10). You can also learn the right delivery style through trial and error.

Humorous openers are great because the humor acts as a distraction from women wondering why you have approached them.

Rich Girl

This opener is good for loud clubs and bars, and for environments where you don't want to come across too seriously.

When opening a group of women, walk up and ask:

"Which one of you is the richest?"

Then go further with *"OK, you get to be my sugar mama. But hmm.... We need someone to cook for us. Who is the best cook?"*

You can follow this up by proceeding to give jobs to each of them.

Herbal

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Female Roommates

This humorous opener is good if you are young yourself and talking to younger women who are still living in roommate situations. It requires a decent amount of talking initially so make sure your presentation skills are up to par.

"I've been offered this sweet place in X location… I want to live there, BUT..... I have to live with four girls. Like four.

I'm going to get four times the boyfriend complaints; I'll never get in the fucking bathroom... I'm going to have to start showering at the truck stop, and you know they're going to synchronize. (Smile knowingly.) *Heck, I'll probably start my period. I'm going to have to leave the house for 5 days a month!*

Did you know that's why primitive civilizations developed camping? All the women in the tribe would synchronize and the guys would look up at the moon and be like 'The antelope are moving now, we must HUNT.'

Also... living with all those girls, I could get raped. Did you know that 95% of guys that get date raped commit suicide in 6 months? Girls are such sexual predators..."

Tenmagnet, Love Systems Instructor

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Horse Girl

This opener is very much in the "Brad P." style of a high-energy approach that combines humor with attraction-building material. He calls these sorts of openers "shockers." He breaks down how they work and how to create your own in his book *Instant Attraction*, available at www.BradPpresents.com.

"Hey do you like horses?"

(She responds.)

"Hmm, I thought so. OK, check this out, when I was in the 6th grade, there was this girl who loved horses. She used to run around the playground for an hour straight at lunchtime. She'd be galloping and making horse noises. We used to call her the weird horse girl… You look JUST LIKE HER!"

(She responds.)

"It's cool. If it was me I wouldn't admit it either. Now I'm not saying you're definitely her, but just in case you are, I want to tell you I'm sorry for all the times I made fun of you. See, in school I was always one of the cool kids. And I used to make fun of the horse girl. Now I'm older and more mature, and I feel bad. So do you forgive me?"

(She will usually mock forgive you.)

Hug, Hug, Hug.

Brad P., Founder, Brad P. Presents

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High Five Opener

This one is good for loud bars and clubs as a way to come in at a high energy level and take over the group while adding value to its members.

Walk up to the first woman and say:

"You're awesome; high five."

Then high five her. Look at second woman and say:

"You know what, you're awesome too; high five."

Then when she goes to high five you, you make her miss your hand completely and say:

"Ohhh! You fell for the oldest one in the book."

This routine can be used to meet additional women. If you talk to the first group of women for a while and you're not interested in them, have them help you approach another group, like this:

"I still can't believe you fell for my high five joke! How many girls in here do you think would fall for that?"

(She responds.)

"How about that girl?" (Point out someone else.)

(She answers.)

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"OK you go stand next to her, I'll high five you first, and we'll see if she falls for it."

Now go run the routine on a second woman or group of women. Talk to the new woman, or women, until the first woman goes away. If she stays too long, it just makes you look cooler.

Brad P., Founder, Brad P. Presents

Quality Control Opener

Use this opener for large groups or groups that seem to be particularly difficult to break into. It can be delivered dryly, but make sure there is a subtle amount of humor and self-awareness in your delivery, so they know you are joking.

"Hi. I'm from – (name of bar/restaurant/parking garage)– quality control. I'd like to know if your experience with us has been average, bettter than average, or crappier than average?"

At this point, most women will play along and give you a funny little review of the place. This is role playing. Using the phrase "crappier than average" communicates to the women that this is just a fun little game.

Brad P., Founder, Brad P. Presents

Last Week's Lay

Use this piece on more high-energy women who are having fun and seem like they have a sense of humor.

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"I think I know you. Did we have sex last week? YES! It's you! Oh my God! So good to see you again!"

Potential Follow Ups:

- *"Hey sorry I haven't called, been really busy."*
- *"Tell your friend I said hi and she was great too."*
- *"No? Wasn't you? Hmm, you look just this girl I had sex with.....actually ya know, I can barely remember what she looks like at the moment.... No, I'm pretty sure it was you."*

Brad P., Founder, Brad P. Presents

Sorry I'm Late

This opener takes some confidence to execute properly and is good for loud, high-energy places where indirect opening may be more difficult.

Just walk right up to the group, plant yourself and say:

"Hey guys, sorry I'm late…"

Then stand and wait for a response.

Once they react and laugh, immediately launch into a Transition routine (Chapter 3).

Unknown

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Wear That

Wear That is a good, quick routine for fast-paced environments, but can also be used virtually anywhere.

Eye her up and down, smile, and say:

"I was totally going to wear that tonight."

The girlier the outfit, the better; this is where the humor comes from.

Unknown

Dead Best Friend

This is another high risk/high reward opener that usually gets a lot of laughs or indignation, either of which is useful. An emotional response is better than an indifferent one.

"My best friend died… How long do I have to wait before I sleep with his girlfriend?"

Generally, they are so shocked or amused that you can fly right into a Transition routine (Chapter 3) before they even have time to process what happened.

The Don, Love Systems Instructor

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Child Support

This is a difficult but effective opener if delivered appropriately. It implies that you are not hitting on the women you are talking to while simultaneously acting as a demonstration of value if you make them laugh. Only use this opener if the women are smiling and have a fun vibe.

This is risky, but can be effective. And it's pretty good for just entertaining yourself if you are sick of opinion openers.

"Hey guys, quick question. I have three child support payments to make and I can only afford to pay one because I like the track… And those kids don't appreciate shit anyway... One is to this woman I knocked up. The other is her daughter. And there's my ex–wife. I don't want to pay the mother or daughter because the other one will find out and bitch about it. And I don't want to pay my ex–wife because she's a cunt. What should I do?"

The Don/Sinn, Love Systems Instructors

Secretary Opener

All the analysis from Child Support above applies here.

"So here's the thing. I've been fucking my secretary for the past couple months and she wants a raise. (Pause) *Now, I don't mind that, I'm the one who taught her that you have to give head to get ahead, but she wants her raise now, and her performance review isn't for another 4 months. What do I do? How long should she have to put out before she gets a raise?"*

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At this point, they're probably curious if you're serious or not. This is where you keep upping the ante with questions like the following:

"Would your answer change if I told you she was underage?"

"Would your answer change if I told you she was my sister?"

And so on.

Eventually they will get that your story is a joke. This is when you congratulate them on keeping up with you and having a sense of humor. Then you can say your secretary is really a fat 40 year old man called Bubba. Often, they'll ask what you do; if they do, you're already in the Attraction phase (Chapter 4).

This is a very advanced opener, and serves no purpose unless you already have very strong game. Savoy invented it to keep himself from getting bored running the same openers again and again.

Savoy, Love Systems Instructor, Program Leader

DISCLAIMER: There are no secretaries at Love Systems and no one is having sex with anyone in the office (as far as we know). More women work for the company than men and it's a relatively normal office environment apart from the freezer full of vodka.

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Teasing Openers

Teasing openers are generally based on something you notice about the woman and can be delivered on the fly. They should not be so off–putting that she is insulted.

In general, if you see something funny you can tease her about, use it. Then improvise off of that and use an opinion or other type of opener if that conversational topic starts to stall.

Examples:

- If she has a large purse: *"Jeez, you got a gun in there?"*

- If she's dressed more formally than everyone else: *"Oh, my gosh, I forgot it was prom night tonight. You look amazing. But I can't believe Sarah won homecoming queen. She's such a bitch, I totally voted for you."*

- If they are short: *"Do all you little people flock together for protection?"*

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You should be able to succeed in opening nearly 100% of the time, whether it's with a supermodel surrounded by four guys or an average-looking woman by herself. If you're not getting those results, practice until you do. Approaching should be automatic, and you need it to be this way. The first 30-60 seconds of an interaction is an important time for you to analyze the group's reaction to you and to each other, the nearby physical layout, opportunities to get the woman you're interested in alone, and so on. Being on "autopilot" during the opener allows you do this. We strongly encourage you to solve any problems you have with opening. If you're not at this level already, the resources below should get you there. They have been thoroughly tested and reviewed, and this book was designed to be compatible with them.

- Magic Bullets, Chapter 5 (www.magicbulletsbook.com) – free chapter download
- Sinn and Savoy on Opening (www.LoveSystems.com/cd1)
- Brad P's guide to Approach Anxiety (www.BradPpresents.com/aa)
- The Don and Tenmagnet on The First Five Minutes (www.LoveSystems.com/cd14)

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Chapter 3

Transitioning

The most recent addition to the Emotional Progression Model is that of a Transition phase between Opening and Attraction. There are several types of transitions; these are covered in *Magic Bullets*. However, only "observational transitions" really lend themselves to routines.

The key is to notice something about them and use that to change the topic of conversation. This justifies staying and continuing the conversation without appearing to be "trying too hard."

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Cold Reads

A cold read is an observation about someone's personality based on truisms about human nature or on something you observe about them. The more often you do this, the better and more accurate you will get. Learn to improvise from the ensuing banter and then transition into conventional Attraction routines (Chapter 4) to move the interaction forward.

The most basic example of a good cold read is to take two women's responses to your opener and say:

"Ah, so you're the good one and you're the bad one."

This will immediately prompt them to agree or disagree, allowing you to engage them in a more personal conversation that has moved forward from the topic of the opener.

Other examples:

"So who would win in a fight?... I've got money on you."

"Interesting… Firm handshake, limp handshake… She's the dominant one I guess."

Tyler Durden's Quickie Cold Reads:

These are good for more high-energy "party girls" in louder club–type environments.

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- *"You're bad."*
- *"Oooohhhh noooo… You guys are trouble!"*
- *"You guys are the nice ones… I can only hang with you."*
- *"Yeah.. You're more quiet.. like Velma from Scoobie Doo… you're smart… and you solve mysteries."*
- *"I don't know about you… I have a x–feeling about you."*
- *"There's something suspicious going on here... I'm not sure what, but I can just feel it."*
- *"You guys are feisty… like little Powerpuff girls."*
- *"You are crazzzzzy."*
- *"I can't trust you guys."*
- *"Okay, I can trust you now.. you guys are *IN*.. you're trustworthy."*
- *"You guys are like crime–fighters."*
- *"You guys are total bad girls."*
- *"You're the leader."*
- *"Dude, these girls are obviously VERY adventurous."*

Tyler Durden

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Guess Their Occupation

A good rule for getting information is to make statements instead of asking questions. This causes them to offer the real information and ask why you thought what you did, which leads nicely into more cold reads.

"You seem like you'd be a (pick an occupation) *school teacher/lawyer…"*

(She'll ask why. Here are some sample responses:)

Teacher – *"You just have this save the world vibe about you."*

Lawyer – *"You have greedy eyes."*

Don't restrict yourself to these; make up your own based on what you observe.

The Don, Love Systems Instructor

Girl Coding

This is a great routine for dealing with two or more women. It keeps both the woman you are interested in and her friends involved in the conversation, while demonstrating value by making them laugh.

"You guys keep girl coding."

(Wait for response.)

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"OK, throughout this interaction, you guys take on the same postures. And you make the same facial expressions. And I think the same eyebrows..... and you know what?

Every time you guys go to talk, or I'm talking to you, or you're talking or whatever, you keep looking at each other first."

(And then point in between them, and let them laugh, and follow up with:)

"You know, you guys for Christmas could get each other like little shoulder strap mirrors, so when you're separated and apart, you could look at it like…"

(Then make look at an imaginary mirror on your shoulder with a funny facial expression.)

Tyler Durden

Finger Length

Based on women's responses to your opener, make a "good girl/bad girl" type of cold read to lead-in to this routine. Finger Length can also be used later as an Attraction routine (Chapter 4). It's a good routine to get you and a woman touching each other.

"Interesting… Let me see your hand…"

(She gives it to you. Hold it up with the fingers straight together and examine the length of the tips of her fingers.)

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"Hmm… When the ring finger is longer than the forefinger it means that you had a lot of testosterone in your system when you were developing. You tend to be a more assertive and aggressive person. You go after things and take what you want. I can totally see that."

(Or if her forefinger is longer:)

"Hmm… When the forefinger is longer than the ring finger… That means that you had a lot of estrogen in your system when you were developing. It tends to make you more girly and feminine. You probably like pink and had an easy bake oven. You'll make a good mom."

She will start immediately asking how you know this. Say you read it in *Psychology Today*. Explain what the opposite one means as well. If she has friends, they will all want you to examine their hands as well and/or will do it to each other.

If the finger length read doesn't seem to match her personality or image, like if she looks like a "bad girl" but has a longer forefinger (more estrogen), then tease her with something like:

"You have this tough exterior but I know you're just pretending. Inside you're a delicate little butterfly. Don't worry, your secret's safe with me." (You can even punch her in the arm lightly here.)

(Or if she seems like a "good girl" but has a longer ring finger:)

"You have this good girl exterior… But I can see that on

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the inside you're actually pretty adventurous aren't you? People probably don't normally think that about you, but you have a pretty assertive side."

Learn to improvise off of this routine, as it will usually provide a rich source of material.

Based on initial post by Gone Savage
Current version by The Don

Eye Accessing Cues

This routine is based on the psychological theory of Neuro-Linguistic Programming. You can pretend to notice what she is doing with her eyes in the middle of a conversation, whether or not she actually does what you "notice."

"Interesting… Are you a visual person?"

(She responds.)

"Do you think in pictures and see little movies in your head?... You tend to look up when you think. People who are creative and are visually oriented tend to look up when they think. I'm the same way."

(She will respond.)

"We all favor different directions. People who tend to be logical, like lawyers and accountants, tend to look to the side when they think." (Demonstrate by looking to the side.)

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"People who live in their emotions, touchy feely types, tend to look down." (Demonstrate by looking down.)

"We use all of them at different times, depending on what we are experiencing, but you can tell a lot about how someone thinks by which direction they favor the most. We both favor visual orientation."

This can be used as an easy Transition into the Lying Game routine (Chapter 4).

Based on an NLP theory
For more info see Introducing NLP by Joseph O'Connor

Eye Angle Transition

This routine works on the theory that eyes that are slanted downwards come across as caring and empathetic, whereas eyes slanted upwards convey a more sincere but fierce impression.

"That's really interesting."

(She responds.)

"Did you know that if your eyes slant downwards your first impression tends to be empathetic and approachable whereas if your eyes slant upwards people tend to think you're fierce and unapproachable?"

There are two options from here:

If her eyes slant down – *"Do you find that people are generally*

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friendly towards you but you really only let a select group of people become really close to you?"

Or:

If her eyes slant up – *"Do you find that people don't always open up to you straight away and you only let a select group of people become really close to you anyway?"*

(She responds.)

"Yeah, you seem like the sort of person that enjoys having friends but only lets a few people into the inner circle. I'm the same way."

Mr. M, Love Systems Instructor

Handshakes

This routine works especially well with "warm approaches" where you are being introduced to a woman by someone you both have already met. It also works as a Comfort-building routine (Chapter 6).

When you are introduced and shake hands, say:

"You know, guys can tell a lot about a woman from the way she shakes hands."

Leave it at that. Bait her to ask:

"Well, what can you tell about me?"

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Then say use one or a few (not all) of the following depending on how you read her…

- *"Just from the time we meet you, we can tell whether you are:*
- *"Confident…a woman who is confident will have a good firm grip, but not a death grip on the person she is meeting. She won't have a handshake like a cold fish. She will have a clear gaze, unwavering voice, will make eye contact, and can joke with a guy she doesn't know. I can tell you are relatively confident from the way you shake hands."*
- *"Insecure…if you are, you will seem to be trying hard to get our approval. I'll bet that you are generally secure in terms of knowing who you are, but sometimes you find yourself in situations that make you feel a little unsure of yourself."*
- *"Competitive with other women…if you are, your body language will change when other attractive women enter the room. I can tell you aren't one of those women who rolls her eyes when a hot girl walks in."*
- *"A girl who likes sex…if your handshake lingers or has a sensual feel to it, you like sex. Here, give me your hand... I'll demonstrate."*
- *"Judgmental in evaluating a man…I noticed from the way you looked at your friend when talking to me that you were making judgments about the way I am acting and behaving."*

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- *"Happy…You are if your laugh is genuine and you seem genuinely pleased to meet others, and have an attitude of "Who knows what door might open?" I'll bet that you are a generally happy person. You might have your ups and downs, but you seem genuinely open and pleased to meet me, so I'll bet that you are happy in general."*

- *"A diva or a drama queen… You are if you make a big drama out of small stuff, and from the way you describe everyday events, I'll bet that you aren't a drama queen, but I'll also bet that you like to have at least a little drama going on in your everyday life so you have something to talk about with your girlfriends."*

Portray her as you want her to be. This routine is great because there is a lot of easy touching opportunities built in. For instance, when saying "We can tell if you like sex from your handshake," you continue with:

"Give me your hand again. A woman who likes sex will shake hands the way you just did. A woman who doesn't will have a very abrupt handshake, like this."

No woman wants to have others believe that she is stiff in bed, even a guy she recently met. Additionally, this routine has all sorts of teases built in as well. You can say things like:

"I think you are generally confident in most situations...but maybe not here."

This routine also naturally segues into other cold reads.

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For example, if you wanted to read her palm, say: *"I'll bet I can figure out some more things about you, but I need better lighting."*

Then take her by the hand and lead her to another part of the bar and do a Comfort routine like Strawberry Fields or the Truth Game (Chapter 5).

Stretch

Like opening, transitioning is a skill that you should have near-100% success with. You should definitely understand the theory of transitioning and the different types of transitions available to you. Fortunately, these are in Chapter 6 of Magic Bullets, which is one of the chapters available for free download at www.magicbulletsbook.com. We also specifically did the interview on Cold Reads as a companion to this section of the book. With those two tools, plus The Don and Tenmagnet tying it all together with a holistic view of the first five minutes, you should be set.

- Magic Bullets, Chapter 6 (www.magicbulletsbook.com) – free chapter download
- Savoy and The Don on Cold Reads (www.LoveSystems.com/cd23)
- The Don and Tenmagnet on The First Five Minutes (www.LoveSystems.com/cd14)

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Advanced Qualification Pings

One of the insights of the Emotional Progression Model is that men often don't realize when a woman is attracted early on in the interaction. To test for this we sometimes test if she is ready to be "qualified" in the Transition phase. Qualification is discussed in Chapter 5. These early Qualification tests, or "pings," are optional, but provide a potential shortcut. For example:

"What nationality are you?"

"What are your three best qualities?"

"What do you have going for you more than your looks?"

"How tall are you?"

Again, an early attempt to skip to the Qualification phase is optional and advanced. There's no need to try this until you are confident and comfortable with the phases and structure of the Emotional Progression Model.

If a woman doesn't respond enthusiastically to your early Qualification pings, you don't have enough attraction yet and should simply move into the Attraction phase (Chapter 4).

The Doppelganger routine below is an example of a Transition routine that simultaneously "pings" for qualification.

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Doppelganger

"Hey, you know what?"

(She responds.)

"My ex used to always say everyone's got a body double in the world, like a perfect unrelated twin version of themselves. Well, you totally remind me of a friend of mine I met while travelling Australia. This girl is like your doppelganger. Her name's Kate but we all call her Cat. In fact, I'm calling you Cat all night."

(She laughs and/or says something.)

"Cat is one of the most fun and interesting people you'll ever meet – I mean this girl was pretty, sure, but she had an amazing personality too. Tell me two interesting things about yourself."

(She hopefully qualifies herself.)

Mr. M, Love Systems Instructor

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Chapter 4

Attraction

The Attraction phase is where things get exciting. You've already approached her. You've transitioned the conversation from her wondering *"why is this guy talking to me?"* to *"I'm having a conversation with him."* Now we need to get her to take the next step in her mind, which is: *"I'm attracted to him."*

There are a number of things you can do to attract a woman. The book *Magic Bullets* goes over the different major characteristics that attract women and explains why and how they work. We don't have time to go over all of them and how and why they work, but we can list them here:

- **Foundations**
  - Health
  - Social Intuition
  - Humor
- **Attributes**
  - Wealth
  - Status

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- **Outcomes**

  - Confident
  - Pre-selected
  - Challenging

Routines are one tool that you can use to convey these characteristics. Sometimes this will be through what you say. For example, you can tell a story about something that happened to you that subtly communicates that you have status. We cover this in the Bonus Chapter on Storytelling (Chapter 9). Sometimes it will be through how you say it. Being able to capture a group's attention and have it focused on you (in a positive way) demonstrates social skills and strong social intuition. Humor also plays a big role, and you'll see that many of the routines in this chapter are designed to be humorous. Some routines also give you a chance to demonstrate your confidence, that you are pre-selected by women (i.e., that other attractive women are and have been interested in you) and a challenge to her. With each Attraction routine you use or develop, think of how it can help you demonstrate these eight qualities.

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Attraction Routines

Eyebrows Routine

This routine combines many elements at once. It allows you to teach her something about herself and human nature, while helping demonstrate value by showing social intuition, intelligence and pre–selection:

"You have a very expressive face… I bet you're a lousy liar."

(She responds.)

"Really… Have you done any acting? Because it's quite interesting… the most important part of being an actor is having an expressive face. Looks and training are obviously important, but an expressive face is crucial.

OK, can you move your eyebrows independently? Try it."

(She tries to move her eyebrows independently; most people can't.)

"See, you couldn't/could do comedy. To do comedy, you have to be able to move your eyebrows independently. Look at Jennifer Aniston, for example. She gets really good comedic roles because she has these eyebrows that are always making this look…"

(At this point give her a quizzical look.)

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"My ex–girlfriend was Russian, and she was trying to make it as an actress, but she couldn't quite do it, because she had that very proper Russian face, you know, the kind of expressionless Russian look."

(Make a stoic face at this point.)

"Anyway, she would keep on applying for serious parts, but all she could get was modeling gigs and dancing in music videos and stuff like that, and it was because she didn't have an expressive face."

Tenmagnet, Love Systems Instructor

You're Probably Pretty Cool

This routine can be used to "warm" a woman up if she is being particularly unresponsive or stand–offish. Mr. M uses this primarily as an Attraction routine, but it can also be used in the Transitioning phase (Chapter 3).

"You know, it's a real shame we met here because I'm sure that outside of this you're really fun and interesting person and I know that I am too. But people can never really be themselves in a (bar/club). I mean, look around you – its guys trying to be super confident and girls trying to be super bitchy. Interesting thing is, someone like you is probably cautious at first, which is cool, but you're probably pretty cool once people get to know you – it's just that no one really gets that far."

Mr. M, Love Systems Instructor

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Burning Car

This is a simple story that gets a laugh and shows that you have the ability to tell a good story and demonstrate personality. There's nothing special about this story in particular, but it's a good example of a short, humorous routine, of which you should have many in your arsenal.

"Oh my God, the weirdest thing happened to me today. I'm walking down the street, and I see this car come up to the intersection. And there is this thick black smoke coming off it, and it smells like tar and burning oil. I look closer and I can even see some flames coming out from under the hood, so I walk over, waving my hands and say, "DUDE! Your car is on fire!"

The guy looks at me (Make direct eye contact with her)*, he hears me…. And flips me off!* (Give her the finger, as if to illustrate) *And then drives off in his burning car."*

Tenmagnet, Love Systems Instructor

Penis Implant

This is a ridiculous little routine that is usually great for a few laughs, especially in a high-energy environment. Lead into this routine with a conversation about breast implants or any sort of plastic surgery.

"Yeah I don't want to brag or anything, but I had a bit of plastic surgery done and it went really well. I mean it cost a lot of money but it was really worth it."

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(They respond.)

"Well it's kind of a secret… OK I got a penis implant. They doubled my size; I'm 4 inches now."

This routine can go on for 10–15 minutes with the women asking to see your implant. If they are pretty heated up, sometimes they'll try pulling down your pants. You can just tease them if you want or you can go ahead and whip it out if you are so inclined.

This is a good way to turn things sexual under the veil of humor. Start talking about what they've had done. If there is a good sexual vibe going, squeeze their butts or boobs to "check" if they are real. Say you think a woman's lips are fake and use that as an excuse to kiss her. The possibilities are endless.

Brad P., Founder, Brad P. Presents

Personal vs. Relationship Qualities

This is primarily an Attraction routine, but can also be used as a transition (Chapter 3) after an opinion opener (Chapter 2) dealing with relationships. It also allows you to hear her ideas on dating, which may help you make decisions about where you want things to go with her.

"My friend has this theory about relationships. He (or she) says that there are personal qualities and relationship qualities.

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Personal qualities are the things that make you attracted to a person, 'Are they charming? Funny? Attractive? Charismatic? That sort of thing. It's what draws you to them.

Relationship qualities are things like, 'Are they loyal? Do they show up on time? Do they not sleep with your best friend.' Stuff like that.

When you date someone with personal qualities and no relationship qualities, it's passionate but chaotic and unstable.

When you have someone with relationship qualities and less personal qualities, they are reliable and trustworthy, but boring as hell.

So, his/her theory is that until you find a mixture of both in the person you're with, you'll never be happy. I think that's true."

The Don, Love Systems Instructor

First Girlfriend

Use this routine on a friend of the woman you are interested in, but make sure that both of them are listening. It's a funny role-playing exercise that's good for high-energy environments where being silly isn't out of place.

(When the friend tells you her name, say:)

"Oh my God, my first girlfriend was named Sally!" (In a really sweet, heartfelt voice as if she has truly touched your heart.)

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(Then you can improvise off the following material.)

"...I was 5 years old... she was 6... I've always gone for older women..."

"...and she used to show me her goodies all the time... she wanted to be a stripper."

"It didn't end well though... her family just moved away, she never even said goodbye. In fact technically we're still going out. I shouldn't even be talking to you."

"This guy named Steve stole her off me... he was 7 and wore a leather jacket. Now I have a leather jacket..."

Magnus (posted on www.bristollair.com)

The Self–Conscious Compliment

Find something you think she may be a little self–conscious about and bring it up. Here are a couple of examples:

"Omigod! I just noticed that!"

(She asks what.)

"How adorable!"

(Now she really wants to know.)

"You have the cutest...little...overbite."

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(She blushes and covers her face with both hands.)

Or another example:

"You know I didn't even hear a word you just said because I've been looking at...wait, smile again."

(She can't help but smile and she's also starting to feel self–conscious like maybe you saw something nasty in her teeth or something.)

"Oh....my....god...you have the....cutest little....crooked smile!"

To make more of these, think about what things make women feel a little bit self-conscious:

- Height
- Unusual smiles
- Braces
- Red hair
- Freckles
- Beauty marks

The purpose here is to:

1) Make her feel a bit self–conscious, thereby knocking her out of her normal social program. If she is beautiful, her normal social program probably includes men who compliment and worship her. This changes that dynamic.

2) Communicate to her that you genuinely like her.

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3) Activate old pair-bond anchors, because in a relationship a woman will often mention those specific insecurity points to her boyfriend. Most boyfriends respond with something like: *"Baby, I love that about you."* By conveying the same sort of message, you can begin to create the same kind of bond.

It's really important to only mention things she may be a bit self-conscious about. Stay away from major issues like breast size, weight, scars, etc.

Captain Jack, Love Systems Instructor

Hug Test

This routine is a great way to begin getting physical with a woman while showing personality and sub-communicating that you are screening for particular qualities in the women you date. It also implies that you and her are having a flirtatious, as opposed to platonic, conversation, which can help you avoid the "friend zone."

"Okay. We've been talking for five minutes, and I want to be sure I'm not wasting my time. Hug test."

(She responds.)

"I have to see if you can hug worth a damn, otherwise I have to stick you in the friend zone. So you better give it your all."

When you hug her she always gets a "B minus." If she is annoyed with the substandard rating, tell her do to it again;

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she'll almost always give an amazing hug, for which you can give her a reluctant "A."

Future, Love Systems Instructor

Mock Indignance

In this routine, you pretend to get mad at her and act angrier that you really are. You take something that a woman says that can be misinterpreted and over-react to it on purpose. For example, if she says that she doesn't like a song that's playing:

"You don't like this song!? Well I can see that this isn't going to work out because not only is this my favorite song, but one of my friends wrote it. You're fucking mean because you don't like it and you make me feel really icky and awkward and I don't think this is cool and I'm going to divorce you and I'm never going to talk to you again."

Be playful. She should think you are serious for the first few seconds, then wonder, then burst out laughing.

Brad P., Founder, Brad P. Presents

Masturbate in the Shower

This routine uses a classic setup/punchline structure, and can be delivered as though you are simply making conversation. When the punchline comes out of nowhere you will get some good laughs. This is a good example of how humor works; comedy often comes out of the unexpected.

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"Did you know that 93% of all women masturbate in the shower?"

(They respond.)

"Do you know what the other 7% do?"

(Almost always, they say, *"No."* or they answer with something witty, and you pretend that they're wrong.)

"Oh…so you're one of the ones… who…"

(Nod knowingly.)

Wizzard

Director Routine

Use the Director Routine on a group so they end up seeking your approval and following your lead. This builds attraction. To deliver this kind of routine, you should be high-energy. Play the role of director as you give each person a scene to act out. For example:

"Hey want to play the director game? You're the actress and I'm the director. Here we go. OK, here's your motivation – you are at your grandmother's, you just broke up with your boyfriend, you are eating oatmeal, you are very upset, your grandmother doesn't care and she's asking you to take out the trash, and go!"

(The woman acts out the scene and you give her a critique.)

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"I thought it was good that you vibed with the oatmeal but you gotta really show that inner struggle a little more. Think about it, go back, come back next week and tell us how it goes."

(Then say to someone else:)

"Alright you're Jim Morrison, you're in an elevator, you're high as a kite, you're drunk off your ass. So this girl comes in and you want her to blow you, AND GO!"

Definitely include the men in her group in this routine. Showing her that the men in her group will follow your lead will generally make her much more attracted to you.

Next think up a few more scenes to give to the other people in the group. Make sure you come across very spontaneously.

Brad P., Founder, Brad P. Presents

Stripper Name

This is a fantastic routine to use after exchanging names with a woman. It also gives you an opportunity for "call-back humor," which is very useful if you plan to get her phone number and call her later. When you call and refer to her by her "boy name" or "stripper name," she should laugh and return to the same emotional state as when you two met and had fun together. You should also call her by one of these names for the rest of the night.

"I was just talking to my dad today and he told me that if

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I had been born a girl, my name would have been Amber. Isn't that weird? Amber is such a stripper name. If I was a girl, I'd be dancing on a pole right now instead of talking to you."

(She responds.)

"Do you know what your boy name would have been?"

(She responds.)

"You look more like a Herman… What would your stripper name be?"

(She responds. Improvise off of her answer, come up with names for her, portray her as naughty, etc.)

Consolidated from various sources

Lying Game

This is a great follow-up to the Eye Accessing Cues Transition routine (Chapter 3) and is similar in style. It's great because it creates a win/win situation. If you get it right, you've displayed intuitiveness. If you get it wrong, you still have the opportunity to teach her something interesting and have learned something about her.

"Tell me four things about yourself. Three are true and one is a lie. I'll guess which is which."

(She tells you. Take a guess.)

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(Right or wrong, she is involved and offering information about herself. Then explain:)

"The basic idea is that when a person looks to the right they are constructing an idea and when they look to the left they are recalling something that has actually happened. Since a lie is essentially a mental construction, people will often access that part of the brain when trying to come up with a lie and will look to the right. Interesting, huh?"

You can also move right into the Eye Accessing Cues Transition routine (Chapter 3) from earlier and/or proceed to use what you learned to make cold reads or have new things to talk about.

braid_ged

Lying Game II

Tell a woman you want to see how smart she is or if she's a good liar. Betting a drink on this game is often a fun addition to this routine.

"I'm going to ask you five questions and all you have to do is give an answer that is a lie for each one. For instance, I'll ask, 'What color is the sky?' and if you say, 'red,' you win… Easy enough? Okay first question…"

The first three questions can be anything, *"What color is my shirt? Where are we? What day is it? Where are you from? What are you drinking?"*

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4th Question: (Stop and look puzzled for a moment and ask…) *"How many questions was that?"*

(More often than not she will say, "3" and you've won. Don't forget to rub it in.)

5th Question: If she's smart and catches the 4th Question trick, laugh and give her a little shove and say: *"Oh, you've played this before, haven't you?"*

Almost without fail she will say, "No!" and laugh and then you've won. Proceed to tease her about it.

Unknown

Run Away

This routine sets you up as a challenge for her, and also gets her laughing. Like most routines, you can improvise around this easily and do not need to follow it word-for-word.

"I'd just be terrible for you. I'm toxic. I'll only hurt you… Run away, while you still can, little girl.

You know what? We need to find you a nice guy. Someone who'll bring you chicken soup when you're sick and hold your purse for you in Pottery Barn. How about him?"

(Point to an average, dorky-looking guy.)

"He looks perfect…"

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Act like you're going to introduce her to him, or, if you're feeling adventurous and he doesn't seem attractive, actually do so.

Unknown

Murder / Marry / Shag

– aka Fuck/Marry/Kill

This is a really fun game to play with a woman that lightens the mood and creates great opportunities for teasing and call-back humor. Also, you can take the woman you are talking to and move her around the venue as you play the game, to point out various people. This allows other women in the venue to see you with women (implying pre-selection) and may also give you an opportunity to be alone with her.

Put her on your arm, say:

"OK, we're going to play a game called murder/marry/shag. I will point out three guys in the crowd. You have to tell me which one you would murder, which one you would marry, and which one you would shag – and then you have to tell me why."

Pick the three dorkiest guys you can find. She will want to kill all of them, but tell her she has to play by the rules and then tease her a bit for her answers and say she has a crush on the one she said she'd marry. Offer to introduce them.

After this, it is now her turn to pick three girls for you.

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Continue walking around the venue together as she picks out three women. Then tell her which one would you murder, which one would you marry, and which one would you shag, and why.

Savoy has a variation on this routine where he includes one woman among the three people he chooses for her; this tests for bisexuality and reveals more about her.

Twenty Six, based on a Howard Stern sketch

Where She's From

This routine gives you a simple way to find out where a woman is from without asking. Until you reach the Comfort phase (Chapter 6), it's better to make statements, especially humorous ones like in the examples below, than it is to "interview" her.

If a woman is of a different ethnicity than you, interrupt yourself and say, *"I totally figured out where you're from!"*

Guess somewhere illogical. For example:

If she's Asian, say, *"The Congo."*

If she's black say *"Korea."*

If she has an obvious German or Russian accent, say Australia or England or Florida. You get the idea.

Once she laughs or disagrees, she will usually volunteer the information. If she doesn't, then you can ask the boring

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question: *"Okay. Where are you actually from?"*

Future, Love Systems Instructor

Answering Questions

If you are demonstrating the qualities that we went over in the beginning of this chapter, which these Attraction routines are designed to help you do, women will often show their interest by asking you, personal questions. Answering these directly may reduce the energy and tension of your interaction. When these questions pop up in the Attraction phase, one strategy is to first give a funny answer, then when they ask again, to give the real answer. You can come off as insecure or insincere if you avoid giving a real answer at some point.

A good universal answer to almost any question is: "Guess."

"Fake" Answers

What do you do?

- *"I work at McDonald's."*
- *"I'm a hand model."*
- *"I drink a lot and contribute very little to society."*
- *"I like to gamble."*
- *"Sleep… a lot."*

How old are you?

- *"15… My fake ID is amazing."*
- *"65… Let me order. I get the senior discount."*

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- *"Why do you like older men?"*

Where are you from?

- *"My mother says I come from heaven." – Savoy*
- *"McDonalds… I just got off work."*
- Tell her what neighborhood you live in. *"But no, you can't come home with me. I hardly know you."*

Do You Have a Girlfriend?

- *"No, I'm still searching for my soulmate."* (Delivered genuinely) *– Badboy*

Or:

- *"No I don't have a girlfriend… I have 8 girlfriends."*

(She responds.)

"Yeah, its really cool, they all know each other and get along, they are friends and I just have a lot of love to give so I have 8 girlfriends… Actually I'm thinking about adding a ninth girlfriend, would you perhaps be interested in being my girlfriend?"

(She responds.)

"OK I can understand that, here's the deal I'm going to make you #4 right now and if you turn out to be really great maybe you can move up. Cool?"

You can draw this routine out for as long as the conversation

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is interesting. Negotiate her future position, but don't let her be #1 or #2.

Brad P., Founder, Brad P. Presents

Chocolate Factory

You can use this routine to answer the question "what do you do?" But it is funny enough that you can also roll it out any time.

(She asks what you do.)

"I work at a chocolate factory."

(She responds.)

"Yeah, I'm the project manager for the oompa lumpas."

(She laughs/responds.)

"You know I can totally give you an introduction – I hear they're into (blondes/brunettes). Want to know a secret?"

(She responds.)

"They killed Charlie and are now in control of the world's supply of chocolate. They've got the government spooked. They own everything now."

Mr. M, Love Systems Instructor

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Smart Test

This routine is good anywhere in the Attraction phase, but is especially useful toward the end, since it changes the tone of your conversation to you "screening" her which is what you'll be doing more in the Qualification phase (Chapter 5). Still, this routine is light and should not come across seriously. It lets her know that you are screening her for intelligence and that you have standards. If she fails, just make light of it, but don't go overboard.

(To her friend) *"I need to know if this girl is smart, what do you think?"*

(They answer. Then give her obviously false facts or lines to see if she can tell the difference. For example:)

"Did you know that when you sleep… your heart actually stops for 45 minutes every single night?"

(If she believes it, then say a couple minutes later:)

"You know, you failed that smart test."

(If she doesn't believe it, then say:)

"You just got points; you might be smart enough to actually hang out with me."

You can follow this up with one of the riddles from the next routine; they work well together.

Brad P., Founder, Brad P. Presents

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Riddles

Riddles are fun Attraction routines that, like the Smart Test above, blend into Qualification (Chapter 5). These are best suited for quieter environments.

"Are you smart? Let's see. My friend just showed me this the other day…"

1) *"Can you name three consecutive days without using the words Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, or Sunday?"*

Answer: *"Yesterday, today and tomorrow."*

2) *"One of the main attributes of intelligence is the ability to recognize patterns. What is the simple pattern in these numbers?"* (Write down the number: 854917632)

Answer: *"They're in alphabetical order."*

3) (Place 5 coins on the table in the shape of a plus sign (+) with one in the center, and the four others forming the vertical and horizontal lines, so that both lines are of three coins sharing the one in the center. Hold another, 6th coin in your hand.)

"Now these are two even lines, the cross is perfectly symmetrical. If I add this coin… (Place the 6th coin down, making one line longer than the other) *How can you make the cross symmetrical again without moving any of the original coins and only moving the new one?"* She will

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probably try to take the new coin off the table in which case you can tease her for it.

Answer: Place the new coin on top of the center coin, making it symmetrical.

You can then explain, *"Intelligence is often about the ability to see things in a different way. Most people only see the problem in one dimension so they try to slide the coins around into different positions and don't think to pick it up and use a second dimension. It's really about seeing new possibilities where others see constraint."*

The Don, Love Systems Instructor

Disqualification and Teasing

Use these one-liners early to avoid appearing to be hitting on the woman. The idea is not to insult her, but rather to create the impression that you are not chasing her.

Err on the side of being funny and teasing rather than serious and insulting. Some disqualifiers will be ambiguous, so go out of your way to not come off as a hostile jerk.

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Examples:

- (If she's short:) *"I can't hear you down there."*
- *"Is she always like this?"*
- *"You have beautiful eyes;* (pause) *can I touch them?"*
- *"You talk a lot."*
- (If she's not talking:) *"You talk too much!"* or: *"Will you shut up already!"*
- *"You have broad shoulders."*
- *"It would never work out between us."*
- *"You're fired."*
- *"You're too much of a nice girl for me."*
- *"I'm totally not boyfriend material. Hey, that guy over there looks perfect for you."*
- *"We are so broken up. I want my CD's back."*
- *"You know what? You're either like the coolest person I've ever met....* (pause) *or like this total weirdo. I'm not sure which. I'm kind of curious about you."*

Various Sources

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Misinterpretation / Role Reversal

A powerful tool for building attraction is to misinterpret things a woman says as her expressing romantic or sexual interest in you. Doing this demonstrates humor and shows that you are unique and challenging, thereby accessing two of the "attraction switches" discussed at the beginning of this chapter. Most of the time, these misinterpretations involve you playing the traditional "female" role, which can frame her into the traditional male role of trying to attract you and lead you to a sexual and/or romantic relationship. Don't go overboard with this dynamic; it loses its effectiveness with excessive use.

Framing and frame control are crucial concepts in Love Systems. For a more detailed breakdown of how to use these to your advantage, check out Sinn and Savoy's groundbreaking interview on the subject (www.LoveSystems.com/cd5 on CD or www.LoveSystems.com/cb5 for immediate download).

Some Examples:

- *Don't think you're going to get something just because you're buying me this drink.*
- *Geez are you always this forward?*
- *I don't want to rush things.*
- *I don't want to get hurt. I need lots of comfort and trust first.*
- *I want to get to know you better first.*

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- *I don't do that on a first date.*
- *You just want me for my body.*
- *Do you always move this fast?*
- *…yeah if you're lucky.*
- *I'm not ready to be in a relationship right now.*
- *I wore my old briefs tonight to make sure nothing happens.*
- *I swear, all you girls do is think about one thing.*
- *Oh my gosh, are you groping me?*
- *That guy over there looks perfect for you.*
- *Stop! I hardly know you…*
- *Let's just be friends.*

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Role-playing Routines in Attraction

Role-playing routines involve giving people, usually including yourself, characters or situations to act out. Done playfully, this can lead a woman on an emotional journey and build attraction.

Role-playing gets women out of the "here and now." Most men don't do this, and limit themselves to conversations about the immediate environment or each other. With role-playing, you are limited only by your imagination. This also allows a woman to take on a role and say or do things that she might otherwise resist. A good role-play is like your own mini Halloween.

These routines allow a woman to be much more emotional than logical. This is to your advantage, since attraction, especially for women, is based on emotion, not logic. Most men don't know this, and don't know how to lead a woman on an emotional journey. Doing so will allow you to stand out and be more successful.

Examples:

Sizzler Date

"I am going to take you on a romantic date... to the Sizzler. And you can order anything on the menu. Even the $6 steak."

Improvise from here (with all of these routines). Get her involved in the role-play.

Sinn, Love Systems Instructor

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American Idol

"I'm going to get you guys a bunch of wigs and shiny clothes and we are going to have our own American Idol contest right here. And the winner gets to hang out with me all night!"

Sinn, Love Systems Instructor

Street Gang

"I don't know if I mentioned it, but I'm the leader of the largest street gang in Los Angeles. You guys are spunky. I like it. I'm going to make you my booty bitches and put you in my rap video. We'll put you in Daisy Dukes and have you dance on my car when it bounces… Let's see what you can do. Shake it girl… Do the butt shake. Daddy likes."

The Don, Love Systems Instructor

Angel-Devil

"Oh, you're getting feisty, huh? You know what I would do with you? I would dress you up in a red PVC devil outfit.. You'd have little horns like this, and a tail, bitch boots, and a pitch fork. Now your friend here… I'd dress her up in a similar angel outfit, with wings and a fur halo, and I'd roll with you guys on each arm down the street… Every girl would be jealous of you. And whenever I'd have to make a decision I'd let each of you fight over what's the most fun… and the most creative answer wins."

Tyler Durden

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Your Bodyguard

This is a great routine if she acts tough, punches you, shakes hands too hard, or does something to imply that she is strong or aggressive.

"Wow you're tough, I'm hiring you as my new bodyguard."

(She responds.)

"The pay is shit, but the benefits are actually… well there are no benefits, but at least you got the job right? I mean, do you know how many people applied for this position? But you do get to carry a big flashlight and wear a walkie-talkie."

(She responds.)

"Your job is pretty simple. Basically, if anyone touches me and they aren't on the list you throw them out. If I go to the bar, you lead the way and clear a path."

Later, if anyone touches you or bumps into you, even by accident, threaten to fire her. This routine also makes for great call-back humor. (See the Stripper Name routine in Chapter 4: Attraction.)

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Current version from Braddock, Love Systems Instructor

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Let's Get Married

Lead into this routine by complimenting her, especially if it's something silly.

"I love you; let's get married… Here's what we are going to do… We are going to go to Vegas and get married by a midget Elvis in the 24 Hour Chapel of Love. We'll go through the drive through of course, I'm not made of money……No wait, we can go inside if you want, because the girl's family pays for the wedding. Sweet! Oh, sometimes I think I treat you too good. I'm going to spoil you if I'm not careful, but I just can't help it…And since you are paying I expect the best. I'm going to want a tuxedo T shirt at a minimum, because you know how I am, I want to wear something that says I'm formal, but I like to party. I'll also definitely want a honeymoon suite at Motel 6 with a heart shaped jacuzzi and a bed that takes quarters and vibrates. Oh, and they better have a continental breakfast! If you try and get cheap on me and skimp on the continental breakfast, there will be trouble!"

This routine needs to be delivered in a playful tone. Get the general idea from the text above, but there is no need to match it word-for-word.

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Current version from Braddock, Love Systems Instructor

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Let's Break Up Follow Up (1)

You can pretend to fight with her immediately after the previous routine, or wait until later, or even deliver this out of the blue:

"Look I'm sorry it's not you it's me. I think I just need some time to clear my head. Here are the rules for our break up though. I can see other people but you can't. That includes sleeping with your friends."

(She probably objects.)

"Hey, you are the one who is slowly losing me, so if you want to win me back you have to follow the rules. OK, I'm also going to expect you to do my laundry still and pay the insurance on my car as well."

(She probably objects.)

"What do you mean no?!? I can't expect to ask your best friend to pay my insurance; I haven't even started dating her yet. See, this is why we need this break up. You just refuse to compromise. I ask for a few simple things from you and look how you react."

You can continue this for as long as it's fun. Divide household possessions, argue abut the kids or exotic pets, and so on.

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Current version from Braddock, Love Systems Instructor

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Creepy Needy Guy

DISCLAIMER: When using this make sure you already have some rapport and she knows you are joking and that you are not really the creepy needy guy.

This is a fun routine because it implies, first, that you have enough social intuition (one of the attraction switches from earlier) to know how many men behave around beautiful women, making her feel that you understand her reality, and, second, that you are different from such men. Use this right after getting her phone number. Suddenly start acting like a total creep.

It is crucial in this routine that she knows that you are joking and playing a role.

"Wow! This is so cool. I'm so excited! This is a huge moment. An actual girls phone number! Look I'm kinda busy tomorrow, so I will only be able to call you like 15 or 20 times before noon, but I promise I will try to sneak at least 10 calls in the afternoon. But the next day I'm free so I will call you at least 50 times that day, unless you don't answer then I'll call like 100 times. Wait….Why wouldn't you answer? Don't you like me? Did I do something wrong? Whatever it is I'll fix it I swear!!! I know what it is…. You don't like that I have a dog huh? Done, I'll put him to sleep as soon as I get home."

This role-play creates opportunities for call-back humor. When you do get her on the phone:

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"Hey, this is (name)*, I was just calling to let you know that I called my parents and told them about you. They are so excited that we are moving in with them in their basement and that you are my first girlfriend. They say girlfriend, I say fiancé….but anyway, my mom ordered us some monogrammed towels and matching robes with our initials on them and I was calling because I need your middle initial. I went through your purse last night while you were in the bathroom but none of the cards in your wallet had your middle name on it. I know we just met yesterday, but I thought to myself why would she give me her number if she didn't like me just as much as I like her right? I mean girls don't just give their number out to guys they aren't in love with do they? Well anyway, I can only talk for a minute I've got to call back the stone sculptor I hired to chisel your nude portrait into our granite fire place."*

Be careful not to dwell forever in this routine. The longer you do, the more you risk her subconsciously responding to the role you are playing, instead of to you.

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Current version from Braddock, Love Systems Instructor

I'm Pregnant

This is a fun routine that can be delivered either in person (pull her in close and look her in the eye very seriously) or on the phone for call-back humor.

"Hey, we need to talk. (Pause)….I don't want you to freak out, but I'm pregnant… Earlier when we were thumb wrestling/hugging/holding hands/etc. neither one of us

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was wearing a glove. I'm not blaming you, I was caught up in the moment too, but now we have to deal with the consequences of our actions… It's not funny…I mean one minute of fun in exchange for a lifetime of responsibility. You know this is kinda more your fault than it is mine. You were the one who said it feels better to thumb wrestle (or whatever you did) without a glove. I mean you did kinda guilt trip me into that."

(She responds.)

"Look, I'm keeping this baby, so you can either take responsibility for your actions and do the right thing here or, you can be a dead beat mother. It's your choice."

(If she refuses to marry you:)

"Oh, I see how it is, you're ashamed of me. Fine, we don't need you in our life, but you better send that check every month."

If she agrees to marry you, either stage a mock wedding right where you are, or go into the Let's Get Married routine from earlier in this chapter.

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Current version from Braddock, Love Systems Instructor

Fights and Make-up Sex

This role-play can be used anytime you disagree with each other.

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"Wow, this is why we could never date."

(She responds.)

"It would be all fights and make up sex… We would end up breaking up for good, but I'm so good in bed you would be calling me all the time trying to have no strings attached sex."

(She responds.)

"I'm serious, I know girls like you. I'm sorry I just can't do that. I know it's all fun crazy sex for you, cause I'm the human power tool in bed, but I can't just have no strings attached sex. You know how emotional sex makes me. I'll just end up getting hurt again. You need to be gentle with my delicate feelings."

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Current version from Braddock, Love Systems Instructor

Smoking

The Smoking role-play can be used anytime she wants a cigarette. It can also be used as an opener.

"I don't believe this! You're smoking? Are you crazy, my Mom is going to kill you… You know she hates smokers. Sweetie you PROMISED me you were going to quit… Now what?"

(She responds.)

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"I don't know if this relationship is going to work if you keep breaking promises. You also promised you'd pick–up the dry cleaning?? Lemme guess..."

Glenn P., Instructor, Brad P. Presents

The three routines that follow can be used in the exact way.

Hair Dye

"I can't believe you dyed your hair red/blonde/blue/black! Are you kidding me? My mom is never going to approve. We're supposed to meet her tomorrow. Now what? How are we going to explain this? We need to think of an excuse…"

Glenn P., Instructor, Brad P. Presents

Shopping

Let her see you checking out the shoes/clothes she's looking at, then say:

"Definitely (pause)….. HOT. I like."

(Give some sexy eye contact and let her respond.)

"But I just don't think my mom is going to approve. You're not thinking about wearing those tonight when you meet her are you? I told you… she's a little old fashioned."

Glenn P., Instructor, Brad P. Presents

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Supermarket

Look at whatever she's grabbing:

"(Chicken/Cereal), again? You're kidding me right! I don't even like (Chicken/Cereal). What is this like the 5th night this week? What did you do with the money I gave you for cooking class? Are you gambling again? Or let me guess….. Another pair of shoes, right?"

Glenn P., Instructor, Brad P. Presents

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Physical Escalation Routines

Physical escalation is the process of touching a woman and making her used to physical contact with you. We start touching initially out of social playfulness and move steadily towards more intimate sexual touching that ultimately leads to sex.

Touching should start at the very beginning of the conversation, and intensify as your emotional connection intensifies. The level of touching normally goes through a progression. For example: playful shoves and handshakes, then sitting close with legs touching, then hand holding, then kissing, then embracing, and so on.

We put these routines in the Attraction chapter, because most can create the hot/cold, push/pull, punishment/reward dynamic that can help get a woman interested in you. However, physical escalation is a process that starts within seconds of meeting a woman, and continues right up until sex. Here are some sequentially escalating physical escalation tactics to build your arsenal:

Pushing

Any sort of pushing and playful shoving is a great way to initiate your initial touching. If a woman says something silly, sarcastic or lame, laugh and push her on the arm or shoulder... gently.

Important: Make the touching playful and fun. Otherwise you will creep her out. Always be smiling when you do this.

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As an opener: This can also be used as an opener. Simply push a girl gently and look away like it wasn't you. If she pushes you back you probably have some initial attraction. Proceed.

High Five/Knock Fists

Reward her for good behavior with the offer of a high five or fist knock. Again, make sure it's playful and funny.

Hug/Push

Hug a woman as a reward for something she does and then push her off of you and say:

"Okay, that's enough. Get off me."

Again, be playful.

Hand Slap

If she does something silly or sarcastic, say:

"Give me your hand."

When she offers it up take it formally, like she is going to curtsey and gently slap it. Then say:

"That's for being a brat/cheating/being silly, etc."

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City Handshakes

These handshakes are more involved versions of the High Five Routine earlier in this chapter. Reward a woman for something she says or does with a series of fictional "jive" handshakes.

Say: *"Nice… L.A. handshake."* Then launch into some silly longwinded handshake with 6 parts to it.

Then say, *"Chicago handshake,"* and make up another one.

Then, *"Des Moines handshake,"* and make up another…

She'll figure out that you are kidding, but this routine generates a lot of touching and playfulness. Obviously, change the origin cities of the handshakes to something relevant to you and her.

Thumb Wrestle

You can thumb wrestle any time you and a woman have any sort of conflict or disagreement, whether it's fake or real.

Spontaneously launch into, *"Let's thumb wrestle,"* and offer up your hand.

Then soundly defeat her without mercy.

Variations:

"You can tell a lot about a person by the way they thumb wrestle." (Launch into a silly cold read.)

Savoy, Love Systems President and Program Leader

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Go on a cocky tirade about how you were the Middle School thumb wrestling champion and there is still a plaque of you hanging on the wall there.

The Don, Love Systems Instructor

TV Test

This is a great routine to transition from being playful to getting a woman imagining the two of you together as a couple. It's also a role-play routine. Your tone should still be fun and light.

Take the woman in your arms so that you are hugging her, but she is facing away from you, and you are both looking in the same direction.

"So, we're on my couch. We've known each other for six months now and we're watching television. What are we watching?"

Depending on her answer and how enthusiastically she responds to the hug, you can choose to reward or punish her.

To reward her, congratulate her on her taste. You can even move into some Qualification routines (Chapter 5).

To punish her (if she says something silly or she is stiff and unenthusiastic about the routine) shove her away playfully and say:

"Grey's Anatomy*?!* (or whatever her choice was) *We're breaking up…"*

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Spin Move

Use this routine to reward a woman for something, to move her a short distance inside the venue, or just for the heck of it. Say: *"Give me your hand."* Take it and raise it over her head and use it to playfully spin her around, ballroom dance style.

The Spin Move, Adapted to Steal Her Spot

The previous routine can also be used to steal a woman's seat or spot at the bar and/or to plant yourself more solidly into her group. Take a position inside her group whenever possible, rather than getting stuck standing in open space like a stranger.

1) Tell one of the women, *"Go like this."* And hold your hand out straight ahead with the wrist bent. This is a "compliance test." You want her to imitate your hand gesture.

2) If she doesn't cooperate, this means that you didn't have enough attraction yet. You need to demonstrate more value using Attraction material and routines from this chapter.

3) If she does cooperate, she will hold her hand out to match yours. Take her hand and say, *"Now do a little spin."* This is another compliance test.

4) If she complies, pull her toward you, spin her around and step into her former spot. Now you are leaning against the bar in a power position instead of her, and she is facing you with her back to the room.

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5) With a playful attitude say, *"Oh!"* like you just tricked her and she fell for it. If you do it right, she'll be laughing or punching your arm and calling you a jerk. Run another routine to keep her logical mind occupied and continue stimulating her with Attraction material.

Spin Test

A variation on these spin moves allows you to get into Qualification (Chapter 5) a little bit. Extend your hand to shake hands, hold her hand way in the air and say, *"Now spin."*

If she does, you know that she is interested in you, or that she's just a compliant kind of woman; you can proceed in either case. When she lands from the spin, break into Thumb Wrestling (earlier in this chapter) immediately.

If she does not spin, say:

"Wow. That was the fun test, and you just totally failed. Watch. She looks fun..."

Turn to another woman in the group –– as long as it's not the one you are interested in –– and spin her. She will usually agree to the fun test because she doesn't want to be thought of as "not fun."

Look disapprovingly at the girl who didn't spin and say:

"See? It's so easy to be fun! Just do everything I say!"

Future, Love Systems Instructor

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Trust Test

The Trust Test is a good way to move things in a subtly romantic direction. Maintain a strong eye to eye gaze throughout, move slowly and don't explain whether she's passed until the end.

"Okay, you're taking the trust test…Give me your hands."

Put your palms up for her to take them.

1) Squeeze her hands. If she squeezes back, she passes.

2) Lower your hands, and if she follows with her hands, she passes.

Then tell her if she passed or failed and that this tells you a lot about her ability to connect with and trust people.

From then on she will generally be more responsive to physical escalation.

Tyler Durden

Tension Test

The Tension Test is essentially a pretext to allow you to touch and massage her. The key here is to deliver compelling Cold Reads (Chapter 3) based on her reactions as you do so.

"OK, I'm giving you the tension test."

Put her hands on your shoulders.

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Put your hands on the lower part of her back and massage in small circles.

Massage your hands up her spine until you reach her shoulders and then massage them.

Then rub your fingers down either side of her spine with a firm, even pressure.

As you do this, make up a cold read up based on the tension you claim to have felt in her back. Tell her that you've "discovered" she holds in a lot of emotions and is a person with a lot of intense feelings, and proceed from there.

Tyler Durden

Arm to Hand Moving

The first time you move her within the venue to change locations, (e.g. to go to the bar, to go somewhere quieter to sit down, etc.) offer your elbow and lead her, arm in arm. It's fairly innocent.

Later, when you move again and you have (hopefully) built up some comfort and intimacy, stand and offer your hand and lead her across the venue holding hands. This implies greater commitment and signals non–verbally that the relationship has moved forward.

Piggy Back

This routine is best suited to younger women who are already

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attracted to you, and social, nighttime environments. Move her a few feet from her group and say:

"Stand on this chair…I'm going to give you a piggy back ride."

Then take her somewhere private within the venue or even walk right out the front door and go for a walk.

You don't need to ask her friends for permission in this case. This maneuver happens so fast and appears so weird that they will seldom protest.

Brad P., Founder, Brad P. Presents

Tap Cheek for Kiss

If a woman is already attracted to you and (ideally) you and her are alone, then take a couple of opportunities to pause, lean in a bit, tap your cheek, and wait for her to kiss it. Do this after she compliments you or after you do something cool, like deliver a great cold read.

Do this in a fun spirit. Don't imply neediness, and don't kiss her cheek back unless she asks. She usually won't, and that's fine.

The "cheek kiss" builds momentum toward a full makeout. This can become especially powerful if you and her are doing something involving repeated and somewhat unpredictable events. For example, if you and her are playing blackjack, point at your cheek every time you win a hand. Say "for luck" if she seems hesitant – do this immediately and don't

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let her hesitation build for more than, literally, a fraction of a second. Not only do you get repeated kisses and contact out of this, but when you get blackjack, you can turn your head slightly when she comes in for the kiss. Don't make out with her, unless she's obviously ready; a peck on the lips is enough to move the momentum forward. You're almost assured of being able to make out with her later.

You can use the same structure if you are both playing a trivia game at a bar. Get a cheek kiss every time you get a question right and turn your head for a lip peck after an infrequent positive event, like winning the game.

Savoy, Love Systems President and Program Leader

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Attraction is a trickier concept than Opening or Transitioning. You won't succeed 100% of the time. Chapter 7 of Magic Bullets is your best resource on this (it's our flagship product for a reason). It goes through the 8 attraction triggers, the 5 ways of conveying each attraction characteristic to a group of strangers, and discusses the underlying concept of Value. Value is such a critical component of attraction that we felt it worth the type of in-depth analysis and toolkit that is part of every volume of the interview series. There is also a significant amount of time during our bootcamps devoted to both the Attraction and Comfort phases, with the extra benefit of being able to apply these techniques when interacting – live – with beautiful women and having a Love Systems instructor like one of us looking on and helping you improve after each attempt.

- Future and Tenmagnet on Value (www.LoveSystems.com/cd16)
- Magic Bullets, Chapter 7 (www.magicbulletsbook.com)
- Love Systems Bootcamp (www.LoveSystems.com/bootcamps)

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Chapter 5

Qualification

Women become attracted to men all the time. A woman doesn't have the time necessary to get to know every guy she is attracted to. So when you have good Attraction skills, you will be able to get a woman's real phone number in a short amount of time.

However, when you call her afterward, there is a difference in thinking between men and women.

Him: *"She gave me her number, so she's interested in me."*

Her: *"He was attractive but why would I see him again? Why is he calling me he doesn't even know anything about me. He must be desperate or just want sex. I don't feel like having sex. I'm not going to call him back."*

This is why the Qualification phase is important. To get her to see you again, or to have her willing to invest herself emotionally and build comfort with you (the next phase of the Emotional Progession Model), you need to convince her that you like her for reasons other than her looks and sexuality. Ideally, those should reflect your standards and what you actually like.

Paradoxically, the more beautiful a woman, the less effort she will generally put into developing and demonstrating attractive

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characteristics of her personality. Many beautiful women are accustomed to men being interested in them without having to actually do anything. This is true even though what most really want is a man who is challenging her, and who has enough standards and experience with beautiful women that he is not won over by her looks alone.

This is why we look for non-physical things as "reasons" to be attracted. You can find these by asking her questions, or through statements that are essentially hoops for her to jump through. Of course, if she has already told you a bit about herself, look for positive qualities there and start with those.

If you are using hoops (see below for examples), start by making them small and innocuous. Small hoops reflect questions that ask her to confirm or deny that she possesses a specific characteristic, usually one that most women want to think of themselves as having. She should be able to answer yes to a small hoop without thinking. For example: *"Are you adventurous," "are you smart," "are you a good friend?"*

Medium hoops require a little more effort on her part and are better tests of her interest in you. If a woman is not sufficiently attracted, she won't respond to your medium hoops. In that case, go back to the Attraction phase (Chapter 4) and try again in a few minutes. For example, if you ask her, *"What nationality are you?"* she might show her lack of attraction by refusing to jump through your hoop and answering with: *"I'm a mutt."*

Large hoops usually make it obvious that you are "screening" her and that you are asking her to convince you that she is up to your standards. Don't say this explicitly of course. If she

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is attracted to you and you have built momentum from her jumping through smaller- and medium-sized hoops, she will usually jump through a large hoop as well. If she isn't or you haven't, then she probably won't.

The result of her jumping through hoops is that you will be able to show interest in her and give her compliments. For example: *"Oh my gosh, you're German! I love German girls. My ex-girlfriend was German and we went over there and traced her whole family tree. It's such a cool culture."*

The compliment, like the hoop, should be non-generic and non-physical. The more in-depth and specific you can be, the more she will feel that she has genuinely earned your interest, and, consequently, that you are the type of man who deserves her emotional investment. Let her understand why you like a given quality of hers, as in the above example, without going overboard.

Sometimes compliments "hang" and create an awkward feeling. You can counteract this by spacing out your hoops with normal conversation so that they don't come one after another. You should also sometimes release the tension after a compliment with a non-sequitur tease, something along the lines of: *"Too bad you're such a dork!"*

Keep this process going even after she passes a large hoop and you move on from the Qualification phase. You'll slow it down and make it more infrequent, but you will need to keep giving her reasons that you like her... forever. When you are stuck for things to say on a date or ten years into your marriage, find a reason to tell her why you like her. It still works as effectively as in the first ten minutes.

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Much of the above theory and structure, as well as many examples of hoops below, can be credited to Sinn, Love Systems Instructor.

Small Hoops:

- *"So who are you?"*
- *"What do you do for fun?"*
- *"What's your favorite color?"*
- *"Are you spontaneous?"*
- *"Are you a good friend?"*

Medium Hoops:

- *"If you could go anywhere in the world, where would you go?"*
- *"What do you want to be when you grow up?"*
- *"What nationality are you?"*
- *"If you could do anything in the world without fear of failure, what would you do?"*
- *"Are you adventurous?"*
- *"Can you cook?"*
- *"Do you like animals?"*
- *"What's your favorite book?"*
- *"Were you fat in high school? Because in high school, the really beautiful girls, they could get by just on their looks, but the fat girls had to actually develop a personality to be popular. You have a fat girl personality. That's a compliment." – Tyler Durden*

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Large Hoops:

- *"What are 3 reasons I would want to get to know you?"*
- *"What would your friends say about you?"*
- *"OK, now teach me something interesting…"* (After having done a killer routine)
- *"What are your three best qualities?"*
- *"If you had to pick one thing that makes life worth living, what would it be?"*
- *"Is there more to you than meets the eye?"*
- *"If everyone looked the same what would make you stand out?"*
- *"Who are you?"* (emphasize the word "are")

Statements of Interest

Use statements of interest after she jumps through a large hoop, or after a medium hoop that she gives a great answer to. You may have to "release" in the latter case, as discussed in the introduction to this chapter.

This is an oft-neglected area of dating science. So many men are hung up on being a challenge that they forget to tell a woman that they like her when the time is right. This is an extremely important thing to remember to do, especially when you obviously both like each other. If you do it too early, it's a big mistake, but once she's clearly expressed a romantic interest in you, and been through the Qualification process,

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you need to know how to reward her with a statement of interest that is based on something other than her looks.

For example

- *"When we met, you just seemed like another one of those California blondie girls* (or whatever is locally or culturally appropriate). *But now that I've gotten to know you, I actually feel nervous around you."*
- *"I can't believe this… Can you believe we met at a bar?"*
- *"You know what; you are actually pretty cool. I'm curious about you."*
- *"I have to hang out with you again sometime."*
- *"You're the most interesting person I've met in a while…"*
- *"You're really smart. This is kind of a pleasant surprise."*

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The Love Systems' approach to Qualification is unique and a special benefit of the Emotional Progression Model. Qualification is often misunderstood, so we tried to include a pretty detailed overview in the introduction to this chapter, but you should also check out Chapter 8 of Magic Bullets for more detail and precision. Much of our underlying qualification principles came from Sinn's seminal interview on Qualification, in which he unveiled the starting points for the qualification system we have today.

- Sinn and Vision on Qualification (www.LoveSystems.com/cd8)
- Magic Bullets, Chapter 8 (www.magicbulletsbook.com)

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Chapter 5

Comfort

The vast majority of time you spend with a woman before your relationship becomes physical will probably be spent in the Comfort phase. Once you've mastered the Opening, Transitioning, Attraction and Qualification, the consistency of whether you develop anything further will depend on the power of your Comfort skills.

You've probably noticed that the further along we get in the Emotional Progression Model, the less "generic" (applicable to virtually all men or virtually all women) the routines become. When you are opening or transitioning, you don't need to account for your of her individuality at all. By the time you get to Qualification, you really start to focus on an individual woman's unique personality and characteristics, and you do so from the perspective of what you, as a unique individual, value in a woman.

The result of this is that you are unavoidably going to need to develop your own style for the Comfort phase. You need to flesh out who the two of you really are and how you connect. We're including a bunch of routines in this section so you can have examples to start with; use these as a springboard to make your own.

Comfort routines are generally longer than routines for previous phases, because you are usually in a quieter and less intense

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atmosphere by this point, and she is giving you her sustained attention. Because the Comfort phase is usually longer, routines should be more spaced out, with long stretches of "normal" conversation between them.

Comfort routines should reveal personal things about you and be more "real" than the shorter more showy Attraction routines you ran earlier. Let your guard down but keep in mind to stay away from saying anything that demonstrates low value. Maintain both attraction and qualification levels and continue escalating physically towards sex.

Truth Game

This routine is often used right at the beginning of the Comfort phase just after you have qualified her. It is fantastic for building a connection and exchanging personal information with a woman. The "game" itself is irrelevant; take advantage of opportunities to tell stories or follow conversations down paths that allow you and her to build comfort and intimacy. Probe deeper on some of her answers. When you exhaust a topic, you can always return to the game by saying *"Okay, whose turn was it again?"*

"I have a fun way to get to know new people… It's called the Truth Game. But you have to play fair. You have to tell the truth, the whole truth, and nothing but the truth. You're not allowed boring questions or boring answers; they have to let skeletons out of the closet. Oh yeah, and we can't ask each other the same questions, so once someone asks something, it's off the table for the other person. Cool?"

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Ask personal questions. Don't be shy. Don't be afraid to reject her questions if they are insufficiently interesting like if she asks you your sign or how many siblings you have.

It's not a bad idea to introduce sexuality into the game, but watch for her cues. If you ask a sexual question and her next question isn't sexual, then back off the sexuality for a bit.

Here are some sample questions to get you started:

- *"Tell me a secret."*
- *"If you could change one thing about yourself, what would it be?"*
- *"When is the last time you felt jealous?"*

Sexual questions:

- *"What is the craziest place you've ever had sex?"*
- *"You're loud in bed, aren't you?"*
- *"What's your favorite place to be touched?"*
- *"What's your favorite sexual position?"*

Strawberry Fields

This routine is an interactive thought experiment, in which a woman's answers supposedly reveal aspects of her personality, like a Rorschach test. However, the goal is not to be "accurate," but rather to create emotional states in a woman that will make her feel comfortable, sexual, and interested in getting to know you more. Therefore, we have ascribed specific "meaning" to her answers that will guide the conversation appropriately.

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You can either explain that Strawberry Fields is a psychological experiment, or you can just jump into it.

"Okay… so you're walking along the street and you come upon a strawberry field. How high is the fence?"

(She answers or usually shows with her hands.)

"Hmm... interesting… Ok, you get inside, how many strawberries do you eat?"

(No matter what she says as long as it is 2 or more, say…)

"Omigod! X number! (shaking your head) *You are soooo baaad! I could NEVER take you home to mom!"*

(She will frantically ask, *"What?!"* No matter what she does, do not answer.)

"Now, what about the farmer?"

(She'll say, *"What farmer?"* or *"Did he see?"* or something of the like. At this point, look down and smile and just shake your head like you can't believe it...)

By now, she'll be begging you to tell her. Here's some basic interpretation to use each time:

Fence: *"You have high goals and aspirations but not so high that you can't reach them..."* (Continue, and improvise here.)

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Number of Strawberries: *"You said* [x–number]*, you baaad girl, that is your sex drive. Most people say* [much smaller number than she chose] *but you said* [X] *– oh, have mercy, I'd never get any rest!"*

The Farmer: *"He has to do with society's rules and expectations on relationships. So you just go with your feelings and don't allow other people to run your life."*

Basically, you are telling her that she is highly sexual and that she follows her feelings and not what society or her friends tell her to do. She will likely want to live up to this, and it will make her more comfortable with and responsive to sexual intimacy later.

Her friends may ask you to do this routine on them later. Try not to. If you have to do something, substitute another similar routine like 4 Questions or Family Room, which are given below.

Version by Captain Jack, Love Systems Instructor
Original Version by Maniac High

4 Questions

4 Questions is another "psychological test" that you can use to discover things about her personality. If your reading of her is accurate, she'll be amazed. If it's not, it still gets her to share information about herself. It's a win/win situation.

"I have these 4 magic questions and, if you are game, I'll ask you –– it's amazing how it works, you might even find things about yourself you didn't even know."

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(Everyone wants to know about themselves.)

The 4 questions are:

1) *Imagine yourself in a white room where everything is white – the wall, ceiling, floor. Describe your feelings.*

2) *What is your favorite color? What are three adjectives to describe it?*

3) *What is your favorite animal… Why? What are three adjectives to describe it?*

4) *Imagine yourself near a large body of water... What are your feelings? What do you do?*

Answers:

1) *That is your perception of mortality and dying. You said you felt x,y,z.*

2) *That is how you see yourself. You said… qualities x,y,z.*

3) *This is how you perceive that other people see you. You said… qualities a,b,c.*

4) *That is how you feel about sex. You described it as… e,f,g.*

You may have to probe a bit when she is answering the questions so that her answers have enough depth for your analysis to be meaningful. Like in the Strawberry Fields routine

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earlier in this chapter, the object is not to give an "accurate" reading, especially based on an unproven psychological test. Rather, the goal is to help her feel connected, understood, and sexual. Make sure your "analysis" of her responses advances you toward this aim.

For example, assume she gave the following responses:

1. White Room. Her responses: "Peaceful, calm, relaxed."
2. Favorite color. Her responses: "Red – fiery, stands out, passionate."
3. Favorite Animal. Her responses: "Dolphin – smart, free, cute."
4. Body of water. Her responses: "I feel excited and I jump in and swim."

Sample "analysis":

1. *"That is your perception of death and dying. You feel at peace you feel calm and relaxed about it."*
2. *"That is how you see yourself: passionate, fiery, you feel you stand out in the crowd."*
3. *"People see you as free, smart cute, fun."*
4. *"That is your view of love and sex. You find yourself wanting to just let yourself go to all the passion and excitement and the deep connection you can experience."*

X0730 and Craig

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Family Room

This is a great routine to use when you've started sharing information about your backgrounds and family history. It's similar to Strawberry Fields from earlier in this chapter.

(Ask the woman to relax.)

"Imagine a room with no windows and no doors but with a front and a back. Now think about your family members. Choose a family member and put that person in the room somewhere."

(Then have her do this with all of her other family members too, one at a time, and describe where they are in the room.)

The interpretation is as follows:

"The placement in the room can be quite telling about the relationship of the family member to the others. For example, nearer to the front means that the person is either the more dominant member or a pioneer in the family. Closer to the back indicates the opposite. The proximity of people to each other indicates closeness and vice versa."

Mr. M, Love Systems Instructor

Three Things I Like About You

This is a great routine after you've been talking for a few hours. It cements that you really like her as an individual for

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reasons that are unique to her.

"You know… there are three things I like about you."

(Don't say anything, she will ask what they are.)

"Well the first… is that you are so altruistic. I think it's really cool that you chose to be a nurse." (Any personality-based compliment will work here. See the section on Statements of Interest (Chapter 5) for ideas.)

"The second is… that your eyes remind me of my little cousin. She's one of my favorite people." (Modify as appropriate.)

"And the third I'm not going to tell you because you're going to stop doing it…"

Then no matter how much she begs and pleads for you to tell her what it is; don't ever say. Months later she may still ask you. Just smile and don't say a thing.

Unknown

Sleepless

Sleepless is an excellent routine, developed by Rokker, another top Love Systems instructor. He uses it to communicate that he is a person with purpose and direction, and that his life is exciting, fulfilling and something she would probably want to be a part of.

"Hey, have you ever been so excited that you couldn't go to sleep?"

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(She answers.)

"It's funny because last night I tried really hard but I was so excited that I just couldn't sleep. Now normally this only happens like the day before a big gig or show or something but this time I guess it was just because some days you feel like you're the king of the world and everything works out for you, right? It actually became quite a dilemma though because even though I really enjoyed the feeling, I couldn't go to sleep. I wanted to sleep, but I also wanted to keep that good feeling. So I ended up playing guitar for an hour in the middle of the night before going happily to sleep… and came up with some new material for a song I've been working on. Felt really amazing to have this burst of creativeness in the middle of the pitch black night when you are supposed to sleep. Ever had one of those days? Feels good, doesn't it?"

Obviously, this routine is tailored to Rokker's individual identity. Many Comfort routines will be like this, for reasons explained in the introduction to this chapter. You will have to adapt them to your unique identity. To get you on the right track for doing this, we created a more "generic" version of the same routine.

"Hey, have you ever been so excited that you couldn't go to sleep?"

(She answers.)

"It's funny because last night I tried really hard but I found myself smiling and being excited that I just couldn't sleep. Now normally this only happens like the day before a [big presentation, I go rock climbing, etc] *or something but this*

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time I guess it was just because some days you feel like you're the king of the world and everything works out for you, right? It actually became quite a dilemma though because even though I really enjoyed the feeling, I couldn't go to sleep. I wanted to sleep, but I also wanted to keep that good feeling, right? So I ended up [doing something I really enjoy doing that's high-value] *for an hour in the middle of the night before going happily to sleep…Ever had one of those days? Feels good, doesn't it?"*

Now that you see how to adapt the masters' personal routines to your life, you can do the same thing with other personal routines in this chapter.

Rokker, Love Systems Instructor

Heart Melters

Heart Melters are routines geared towards creating accelerated, deep intimacy with a woman by sharing background information and tugging on a woman's heart strings.

Invented by Love Systems Instructor Captain Jack, they are tailored around the idea that sharing intimate personal information and revealing deep vulnerabilities heightens intimacy and trust. As in the previous example, use these as guides and to help you find experiences in your past that can be made into "heart melters."

Heart Melter 1 – "Honey, Let Gramma Buy You Some Jeans"

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"I was visiting my mom the other day, she lives with my grandma and takes care of her and watches over her to make sure she's okay. While we were talking I noticed my Grandmother kept looking at my jeans. I was wearing a pair that came with holes already in them, a designer jeans day I guess... I was wondering 'Why does she keep looking over at my pants: That's strange.'

After a while my mom got up to check on something in the other room. My grandmother waited till my mom was out of hearing range…. Then she leaned over and whispered, "Honey, let grandma buy you some new jeans."

(Women will often respond with "Awwwww!")

"So I had to explain. 'Oh, these jeans come like that, it's the style now.'"

Captain Jack, Love Systems Instructor

Heart Melter #2 – "$18 for the Light Bill"

"My parents got divorced when I was about five.

One night when I was laying in bed I overheard my mom talking on the phone to one of her friends.

You know how when you're little you may not know exactly what your parents are saying but you can tell something is wrong?"

(She usually nods.)

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"Well, I snuck out of bed and listened through the crack in the door.

She was worried about how she was going to pay the light bill. So the next day after school I got my red wagon – you know those little red wagons everybody has when they're kids? – I got mine from the backyard and dumped a bunch of toys in it. I started at one end of the street and sold the toys to the neighborhood kids. I gave my mom $18 and told her it was for the light bill. She started crying."

(Women have teared up at light bill story.)

Captain Jack, Love Systems Instructor

Heart Melter #3 – "First Child Brings Surge of Ambition"

"People always told me stuff like 'Having a kid will change your life.' I believed them but man I didn't REALLY understand until I held my first daughter in my arms. She was so tiny and helpless. I was amazed. 'I have to protect this beautiful little human. She's really depending on me.' I was scared for a second but then I felt this amazing surge of ambition. I wanted to work harder and become more successful so that she could have everything she needed.

Guys who don't have kids just can't understand that. It's proven that men who have kids are more successful. Something about having kids depending on you really makes you stronger and hungrier for success than ever... and when I look at my two daughters, I understand why."

Captain Jack, Love Systems Instructor

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I Didn't Make The World; I Just Live In It

It's important during the Comfort phase to share your personal philosophies on life. This allows her to get a look inside who you are, understand how you see the world and to see the fact that you have a distinct, interesting point of view. Having a point of view and an understanding of how the world works implies that you are a confident person with an interesting life, not an ignorant conformist lemming.

This routine is an excellent example of how to communicate a personal philosophy on life, and help you create something that is based on your real beliefs. There is also tons of sub-communication in this routine. It communicates that you are spiritual, that you set ambitious goals for yourself, that you are one of the successful alpha males of the world, that you are attractive, that you've dated runway models, that you have a lot of experience with beautiful women, that you're great in bed and can be attentive afterwards, and so on. You also frame her as being sexually open, which is great. Obviously, you'll want to modify this routine to make it relate to your own life and experiences.

"The world isn't fair. It's not meant to be. You and I both have more chances in life than a starving orphan somewhere.

I'm kind of a spiritual person, and I learn about anything I can. I remember back in high school, one thing I wanted to do was read the bible from start to finish. I didn't quite make it all the way through; eventually all the prophets toward the end of the Old Testament started to drive me insane, but I do remember the book of Job. You know, how

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God and Satan make a bet, and Satan is going to make all these bad things happen to Job, and the bet is about whether Job renounces God when this happens.

It's an interesting story; I have a hard time imagining good and evil chilling out, having a drink, and making bets like my friends and I might do before a football game, but it's important. It's an early civilization's attempt to wrestle with the idea of why do bad things happen to good people. But you can't go through life complaining about your lack of luck and assuming that God and the Devil made a bet about you.

I believe you have to take life for what it is, and take the world for what it is. You can't pretend that the world isn't a certain way just because you don't want it to be, no matter how much logic or justice is on your side. Like, I know some things aren't fair, because people tend to find me interesting and good looking I get some advantages that other guys don't have. It's not really fair, but just because it's not fair doesn't mean it's not true. I didn't make the world; I just live in it.

Or like I have this great friend Katie, who is awesome. She's one of my best friends, we used to date a while ago, but she had all of these hang-ups about sex, and it was weird. She was a top runway mode for a while, and had so internalized the idea that she was this unattainable perfection, just because that's what society wanted her to be. So she always felt guilty after sex, and it was even worse the more pleasure she had.

I remember the first time in her life she'd ever had an orgasm with someone else, and like afterwards we were lying together just spooning and she couldn't stop crying,

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even when we were kissing through her tears. She couldn't internalize the idea that she was what she was – a normal, sexual, human being. She was so used to being defined by others. You see that a lot with women of exceptional beauty, not always, but definitely sometimes…

I like talking to you because you don't seem like that. You are who you are, and I'm sure you have insecurities like anyone, but you're much more in tune with your humanity. [If this leaves an uncomfortable pause, lighten the mood with something like "too bad you're such a dork."]

Savoy, Love Systems Instructor, Program Leader

Drugs vs. Touch Routine:

This is a good routine for a quiet area (because it's long) in a loud, crazy nightclub (because of its subject matter). It lets you utilize the environment to begin building a more serious connection in the face of all these distractions.

"Man... Look at all the people drinking water around here. A friend of mine was really into the scene and he said that people drinking water all the time in these kind of clubs are usually on drugs...

It's actually quite interesting. A side effect of the drugs is it makes you feel affectionate, you want to be touched, you enjoy and seek touch much more than without them. When we are born and are still babies, we get lots of touch, we need lots of touch to develop and grow in the right way.

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I read about this study decades ago where they took ten newborn babies and isolated each of them in a separate cell. The babies had everything they needed to survive, they got fed by their mother´s milk, they had medical care, everything... But no one was allowed to speak to them, play with them, give them a hug, caress their head, be in their presence for long, and so on. Human contact was held to a minimum. The effect of this was that 100% of the babies died, yes, they actually died, all in the first few years. It's a sad story, and you'd never be able to do that kind of test today.

But isn't that amazing? We need human touch, it is essential. But as we get older it's reduced, so our mind develops tricks to create substitutes for this touch, like success. When we experience success, it pleases us, because our mind and body has linked this to touch, "social touch." It's like society is patting your head. And you feel physical sensations of satisfaction… But it's still only a substitute. You can see incredibly successful people who have it all; money, cars, everything... yet they still feel unfulfilled. And not only rich people feel that way, but also many regular people too..."

(Most people feel that something is lacking from their lives.)

"They don't know what's missing so they buy more things, do more things, and eventually, since nothing works, get depressed. A lot of people have no one to touch them lovingly like their parents did when they were young. Some buy love like with prostitutes or something, but they know it is not the same. They suffer from the effect of the substitute... a substitute that can only work for a certain time. I will guarantee you that these people value a real

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genuine, unconditionally loving hug from a person who cares about them more than anything their money could buy.

Drugs like ecstasy multiply this need by hundreds and make it obvious to many of those people…so obvious that they go for it and actually feel really fulfilled, for once in their life, they see that that was the part that was missing from their life. But then it wears off and they link it to the drug and they take it again and again. But in fact the need is always there, it is always inside you and always longs to be fulfilled.

Imagine what it would feel like if I would just lightly touch and caress the back of your neck... Do you think it would feel good?"

(Lightly touch the back of her neck. Don't make it sexual.)

"Did that feel good? (The answer is obvious.) *See? A substitute can never beat the real thing..."*

You can continue from here into a touching routine of some sort, or talk about energy movement, or read books about special ways to touch and demonstrate to her what you've learned and that you might know more about her body than she does.

Kooper

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Ideal Relationship Values

This routine is great for when you are alone, having a private and deep conversation, particularly when the topic of relationships has come up and sexual tension is increasing.

"I have a new theory about all relationships and what makes up the ideal one.

First of all you need passion. This is where you have a physical chemistry with this person, where you feel drawn to them, you may even feel a warm feeling right here in your stomach and maybe it spreads all over your body when you're with this person… where you can lose track of time and give yourself completely to this experience…

Next you need intimacy. This is where you feel an emotional connection with this person, like you've known them before, and like you were always meant to know this person… like this was meant to be and where you feel completely comfortable and close… and you may feel it right here in your heart…

Then you need commitment. Philosophers have called this a sense of "duty"… where you feel secure, knowing that this is someone that is here for you, that we both choose to be together… and this is someone that you can see yourself with now and in the future…

Now, all relationships are based on varying degrees of each one of these elements.

For example if you have just passion, but no intimacy

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or commitment, then that would be like just physical infatuation. Like a one night stand or something… nothing more, nothing less…

If you have just intimacy, but no passion or commitment, then that would be just friendship. And we all have those…

If you have just commitment, but no passion or intimacy, then that would be an empty relationship. Like a lot of married people out there… so sad.

Then you can have passion and intimacy, but no commitment. This is like a "romantic affair"… and maybe the knowledge that it is something that's now or never… or that you have no guarantees about, makes the passion and intimacy even more intense…

And you can have passion and commitment, but no intimacy. That is like people who stay together because they really like the sex.

And you can have intimacy and commitment but no passion. That would be like grandma and grandpa who are together for companionship, but can't remember the last time they did it.

And of course the ideal, as with all things… is about balance, where you can have just the right amount of passion, just the right amount of intimacy, and just the right amount of commitment… well… now that I think about it, an extra little bit more passion would be nice… What do you think?"

IN10SE

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The Shadow and the Rising Sun

Like the previous routine, this one is long and somewhat heavy. Its creator, IN10SE, says that it is best used with women who may be sexually repressed or who haven't had sex in a while. As always, memorization of exact wording isn't necessary. What is necessary is to convey the main themes. Here, it is that she can let out what she is repressing. You are helping her give herself permission to follow her passions, because it's not her who has these forbidden desires, it's her "shadow."

"You know, I was thinking about something the other day... about polarities... about the whole concept of the Yin and Yang...about hot and cold...black and white...light and darkness. And how opposites are really the same thing...just varying degrees on the same spectrum...of possibilities... and how one is defined in relation to the other...and how there are no absolutes.

And then I remembered something that a psychologist friend of mine said once...She said, "I have to go feed my Shadow"...and I wasn't quite sure what she meant at the time until I read something by Jung. He said that everyone has a Shadow...a dark side...a place of forbidden desires. This is that part of you that you hide from the rest of the world...maybe even from yourself... where you can experience and imagine those... thoughts...the things that you wouldn't want anyone to ever find out that you long for and dream about...where you want to experience all the excitement of this moment...to let go of all the things that had been holding you back before...to just let go...and enjoy all that life has to offer... The Shadow is a good thing, he believed...because it brings a sense of balance.

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Now, this sense of balance is very important because the concept that whatever you repress grows and begins to spill over into other parts of your life. If your shadow is repressed it grows and grows...until it just takes you over completely. Jung said it was like the rising sun... because in the morning, as the sun rises in the sky..... it gets higher and higher... closer and closer to the highest point in its path (midlife) ...until at mid–day it changes polarity completely... and everything that was once true has now changed...and now the opposite is true... and the sun goes down. This was the concept behind mid–life crisis.

It's like the more you try to deny your shadow, the more intense your shadow becomes...and the more intense your shadow becomes the more you feel that underlying tension growing within you for it to just come out ...until one day it just takes over completely.

So balance then is a good thing.

Now what if you were to step into your shadow right now, and see the world through the eyes of your shadow…. What would that say about the person that you are now vs. who you were before? What is it… that this shadow most wants and desires right now? What do you deserve to enjoy now in your life?"

IN10SE

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Comfort is the longest and probably most difficult phase of the Emotional Progression Model. Chapter 9 of *Magic Bullets* provides a great overview of different approaches to build comfort. If you're not consistently moving beautiful women from showing initial signs of attraction (laughing, asking you questions, etc.) to a physical relationship, the odds are that you biggest improvement opportunities come in the Comfort phase. The best training for this comes from either a full bootcamp, which is heavy on Attraction and Comfort drills and live practice in restaurants, bars, and clubs, or from the innovative new one-day Breakthrough Comfort seminars. Breakthrough Comfort is a rapid form of comfort-building designed by Sinn and Future that builds a very deep emotional connection very quickly. It's great if you want a woman to fall in love with you, but be careful with this…

- Breakthrough Comfort specialty seminar (www.LoveSystems.com/btcomfort)
- Magic Bullets, Chapter 9 (*www.magicbulletsbook.com*)
- Love Systems Bootcamp (www.LoveSystems.com/bootcamps)

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Phone Number Routines

If you've studied *Magic Bullets* and developed some good routines, getting a woman's phone number usually isn't very difficult. However, there are good ways and there are awkward ways to do this. Getting a woman's phone number in a confident and socially-appropriate way will help confirm a woman's interest in you. You can also slip in little elements into getting her phone number that are specifically designed to make her more likely to answer the phone when you call, to create call-back humor opportunities for the first phone conversation, or to make her more likely to see you again.

Do You Want Me to Call You?

One good way to get her number is to say:

"Do you want me to call you?"

This frames her response such that she has to essentially say "Yes, I want you to call me." This is a more powerful position for you than simply asking for her number and waiting while she either grants or refuses your request. This is one of those elements of Love Systems which is very subtle but also very important.

We Should Continue This:

"You're the most interesting person I've met tonight. We should continue this conversation some other time."
(Hand her your phone.)

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Plans First, Phone Number Later

A slightly more advanced way of taking a woman's phone number is to first make plans with her to do something in the future, and then to get her number either right way or a little bit later as a way of making these plans happen. These can either be plans for that night; for example, you could be telling a woman about a party or another venue where you and your friends are going that you could invite her to. In that case, you could get her phone number and tell her that you'll call her when you get there if it's any good.

This is actually a less effective way of getting her to go somewhere else with you than if you just brought her along with you, but sometimes that won't be an option. Either way, you'll have her number and an excuse to get in touch with her very soon.

Usually we use this technique after making plans to do something specific with her based on something you've talked about and discovered a mutual interest in. You can get a woman's phone number this way even if you have no intention of following through with those plans specifically. Don't feel badly about this; a lot of the time, she wouldn't follow through with them either, especially if you met her in a bar or nightclub. Women in these kinds of venues are very open to making plans, because they are generally in a social mood and feeling "in the moment" and it feels exciting and fun to be planning future dates.

In the cold reality of the next morning, most women won't actually feel committed to doing whatever they said they would – nor will they think that your commitment is necessarily real

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either. You will to do some work on the phone re-establishing attraction and qualification levels as well as reconfirming her comfort with you before most women will see you again. Still, making such plans provide a good path to getting her phone number. For example:

"You like sculpture too? That's great. I was going to check out to check out the Rodin exhibit at the art museum on Sunday. You can come along if you want. (pause) *Here, give me your number; I'll call you later on and we'll set it up."*

"We're totally going to this karaoke bar I know. It's amazing and so authentically…cheesy. You'll love it." (hand her your phone)

Call-back Humor Routines

If you know that you are going to have to phone or text her for the two of you to see each other again, then it's very useful to make sure that you set up some call-back humor. This concept, with examples, is explained in Chapter 4 (Attraction routines), especially the Stripper Name routine. If you get to the point where it's time to take her phone and you realize that you haven't set up any call-back humor yet, there are a couple of last-minute things you can do:

- Make her write her number on a piece of paper and then tell her to draw her self-portrait so you'll remember what she looks like. Use her picture to create call-back humor. If she drew a stick figure, tease her for this for a second. When you call her, you can say something like:

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"Hi. I have a picture here of a stick figure. Or maybe it's just a really thin person. She has big ears though. Anyway, it had this number attached to it so I thought I would call. I've never met a real-life stick figure before, so this could be fun."

- This will usually get her laughing and help her back into the emotional state she was in when she met you. It sure beats the utterly boring *"Hi, this is Joe. We met at [wherever],"* line, which leads to the *"Oh, hi", "How are you?", "Good, and you?"* dialogue that sucks all of the energy out of the phone call within the first few seconds.

- Make her program your number into her phone. This is a good idea anyway, since many women will not answer the phone if they don't know who is calling. In fact, many Love Systems instructors will send a woman a text message first rather than phone her if they don't know that a woman has already programmed them into her phone. Having to explain who you are to an answering machine is a very weak move. To create call-back humor, tell her to program your name as something specific when she puts you in her phone, ideally something that relates to an enjoyable moment you shared. For example, if you had previous role-played (see Attraction routines, Chapter 4 for examples) that you had dated and then broken up, you can tell her to program you in as "ex-bf Joe" [or whatever your name is]. If you can't think of anything, tell her you have to be "hot Joe" or something silly. The goal is to make her smile when she sees your name pop up when you call or text her, so she'll be more likely to respond.

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Turning Things Sexual

One of the problems many guys have is that they hook a woman's attention, get into Comfort for a long time, and then it "goes nowhere." Then it's a quick ride off to "let's just be friends" land, probably for good.

We've covered some routines earlier that can help create sexual tension early in the interaction. The routines in this section make bolder moves in this direction.

Traditionally, we use these longer sexual routines later in the Comfort phase. However, feel free to try them earlier if you sense, or just want to test for sexual interest on her part. We often do this. The type of intuition that Love Systems instructors have of seemingly always knowing the "right" thing to say, is to a large extent based on the accumulated experience of trying different things at different times and noting the results.

Being in Touch with Her Bisexual Nature

This routine is great for developing sexual rapport by taking the conversation in a risqué sexual direction while seemingly just having a casual conversation. This routine is also useful for laying the groundwork for a threesome.

"It's fascinating that people in society have so many hang–ups about all these different things…"

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"Hangups" is a powerful word when discussing sexuality. Use it.

"It's like society tries to categorize people into rigid slots. It's funny, some psychologists did this incredible study where they took pornography, and showed it to men and women… And they showed them three things:

- *Men and men having sex*
- *Men and women having sex*
- *Women and women having sex*

Now the gay men of course liked the man-on-man action.

And the straight guys liked the men with women, and of course they liked the women with women, too."

(They'll sometimes test you here. Make no excuses for being turned on by two women together. Smile and keep going.)

"But what was most fascinating, was the women... Of course women liked watching sex between a woman and a man… but what was surprising was that 80% of the women also felt aroused by watching a woman with another woman."

(Women will usually say *"Yeah, I could see that."* Some won't. They may be uptight sexually, worried about being judged, or actually so comfortable with their sexuality that they aren't shy about things they like or don't like.)

"So the thing is, it's not really whether or not women are

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bisexual or like 'dykes' or some label like that... It's more fluid than that. The inner essence of a woman is just there... and it's how in touch she is with it, and how aware of it she is, that's the variable for how far she delves into it."

Another great aspect of this routine is that if she senses that you are good with women, and can help make threesomes happen in a way that makes her feel comfortable, you can stand out in her mind when compared to other men who may be pursuing her. Don't be afraid to talk about sex comfortably and confidently. For more routines and a step-by-step guide to lead women to threesomes, the ultimate reference is Savoy and Badboy's interview on the subject, available at www.LoveSystems.com/CD18 (or for instant download at www.LoveSystems.com/cb18). Threesomes are surprisingly common and attainable with the right approach.

Kooper

Secret Sex Toys

This routine can only be used once you and a woman have been talking for a while and she is comfortable with you. Grab her purse and say:

"This thing is so small; it's not even a purse; it's like a wallet. I bet I know what you got in here, you pervert."

(Be sure to be smiling the whole time. Then open her purse and start taking stuff out. It's bold, but it's amazing how many women will actually let men go through their purses.)

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(Everything you take out of the purse, accuse her of using it as a sex toy. For example, if she had lipstick in her purse:)
"Ah ha! I knew it… This may look like a normal tube of lipstick but I know that this is actually a vibrator. This is that pocket rocket thing everyone is talking about. You are carrying this pocket rocket thing around with you all the time, aren't you?"

(Shake your head suspiciously. She will usually laugh. Keep going, if the next item is a compact, say something like this:)

"Ah ha! I know what this is… This is that new square vibrator dildo right? Yeah I heard about this thing. I mean it's a really great disguise it…but I see right through it. I know you are a freaking perv."

Continue pulling things out of her purse until the routine gets stale. She may try to grab her purse back, which is a great opportunity to tease her and play-fight. This leads to more touching, which is a good thing, of course.

Brad P., Founder, Brad P. Presents

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Kissing

The following routines are designed to take the unpredictability and awkwardness out of going for the first kiss. Still, even the best routines won't make her want to kiss you, unless she is already attracted, has accepted your touch and physical escalation, and you make your move somewhere where she is comfortable (e.g. usually not where her friends are watching).

Don't Look at Me Like That

This routine is great if there is obvious sexual tension.

"Don't look at me like that or I'm going to kiss you."

(She will respond with something like, *"What look?"*)

(Look away for a moment, then look back. She will likely have the same look.)

(Shrug, smile and say:)

"I warned you." (Kiss her.)

Sinn, Love Systems Instructor

Smell Beckoning

"One thing you don't know about me. I have an insane sense of smell. I am a little crazy when it comes to the way girls smell, and after 10 minutes [or however long it's

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been] *talking to you, I need to find out if you and I can play nice together."*

(She will usually smile at that.)

Say, *"Come here,"* and beckon with an index finger. She should come closer. If she doesn't, abandon the routine. She's not going to kiss you, at least not yet.

(Then, a few minutes later, say:)

"Ugh. It's impossible for me to sit here quietly and not kiss you."

(She usually won't respond right away. Kiss her.)

A variation on this routine is to go directly to the next routine, Almost Kiss instead of kissing her immediately. Try both approaches to see which is more comfortable for you.

Future, Love Systems Instructor

Almost Kiss

This routine was developed independently but in very similar forms both by Future and by Brad P. around the same time. The version below combines both approaches.

"Here's what we'll do. We'll almost kiss… We are going to get as close as possible without actually kissing. Now this is a trust exercise as well as being fun. You are going to get as close as possible, but you are not allowed to kiss me. And I am not allowed to kiss you. We're just not there yet."

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(Then move in. And do exactly what you said to do. There is an art to this. Move close, but do not make her think you are going to try to kiss. Your lips should be close enough that you can feel each other breathe. Do not try to kiss her. If you get any resistance from her, do not force the issue. Playfully push her away and move onto another topic or routine. Two minutes or so later, say:)

"You really need to stop thinking about that almost–kiss until you are ready to do it, lady."

Once you do almost kiss her, you can safely move in for another one by just saying you want it.

Always break it after 2–3 seconds, even if she seems comfortable.

After you do this about four times, a real kiss will be natural; many times, she'll even bring it up.

Future, Love Systems Instructor and
Brad P., Founder, Brad P. Presents

Simplicity

Going for the kiss can be very simple. If your intuition is telling you that she's ready to move forward, you can be fairly direct with the right verbal intonation. Such as:

"Are you a good kisser?"

(She responds.)

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"Let's see…"

(Kiss her.)

Shhh...

Let the conversation drop. When she re–initiates, interrupt her with:

"Shh…"

Then kiss her.

You Talk A Lot

"You talk a lot… Kiss me."

The Sudden Kiss

If you sense strong attraction and sexual tension, grab her and kiss her, suddenly, when she least expects it.

The more the kiss appears spontaneous and unplanned, the better: for example waiting a street light to change, as she comes back from the bathroom, when she returns with drinks, and so on.

The Don, Love Systems Instructor

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Forbidden Territory

This kiss routine is best done after she's become comfortable with increasing levels of physical intimacy, and provides a smooth, easy way to transition to kissing.

Stroke her hair back a little, look her right in the eyes and say:

"Baby, this is so bad. We can't do this... we don't even know each other that well…. OK look, this is the forbidden zone here. (Point to her lips and cover them with your fingers or your hand.) *We can kiss anywhere but here, because we're not ready for that yet."*

Then look her in the eyes, and start to kiss her forehead and her cheeks, keep kissing her anywhere and everywhere on her face apart from her lips, which are the "forbidden territory." Pull her face in close to yours, kiss her around her neck and then after a minute she will start to moan and really enjoy it. At this point, she's ready to be kissed on the lips. Go for it, she'll love it.

If you have an actual reason for kissing to be "forbidden" or dangerous, e.g. she is your sister's friend, or her friend is around the corner, then work that into our verbal pacing of the situation to add to the intensity. The forbidden, and giving into temptation, are powerful sexual triggers for many women. Even irrelevant "barriers" can work for this purpose.

Soul, Love Systems Instructor

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Text Messages

Text messaging (SMS) is a very valuable tool to help you stay in touch with a woman and see her again.

Texts allow quick initial contact after the initial meeting without the risk of showing too much interest. They allow frequent contact without having to escalate into a full phone call and make it really easy for her to respond and continue the emotional momentum.

Initial Texts

These messages are great to send a little while after you met her, later that day or night.

- *"I know you haven't been able to stop thinking about me so I figured I'd say hi."*

  Glenn P., Instructor, Brad P. Presents

- *"Do you speak text?"*

  Sinn, Love Systems Instructor

- *"Hey… Is it too soon for casual text? I mean… I barely know you, maybe we should wait!"*

  Glenn P., Instructor, Brad P. Presents

- *"Stop thinking about me… My ears are tingling."*

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Later at Night

- *"Pssst… Are you still up or is it past your bedtime? I wanna tuck you in and tell you a bedtime story!"*

Glenn P., Instructor, Brad P. Presents

Phone game and text game is a crucial component of dating science. If you ever plan to go on a date or see a woman more than once, you will need phone and text skills. Even if you plan to focus on one night stands, good phone and text game will still be necessary to meet up with a woman after everyone has started to go home. The Sinn/Savoy phone game interview is one of our best-rated, and is full of specific routines and texts. They also go over what to do if you get a woman's voicemail, how often and when you should call, how to structure the call, how long the first call should be, what to do when she calls you, what to say when she's busy, and lots more.

- Sinn and Savoy on Phone Game (www.LoveSystems.com/cd10)
- *Magic Bullets*, Chapter 20 (*www.magicbulletsbook.com*)

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Chapter 7

Seduction

Once you have passed through the Attraction, Qualification, and Comfort phases, you are ready for the final stage of intimacy: Seduction.

If you have been effective up to this point and have steadily increased the level and intensity of the physical contact between you, the Seduction phase should usually be straightforward.

If a woman is not ready for physical intimacy, you're probably not done with the Comfort phase (Chapter 6) yet. Sometimes a woman will want to be intimate but wants you to work harder. There aren't a ton of "routines" for this situation; it's more an area of themes and tactics. Here are two of our favorites:

Agree I

While you are kissing and getting sexual, if she says something along the lines of, *"we should stop,"* agree with her, but keep kissing and escalating playfully at the same time.

The idea is that you keep moving forward and physically escalating while talking about how bad it is you're doing it. For example:

- *"You're right we should stop."*

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- *"This is totally too early, we have to stop."*
- *"I can't believe I'm letting you take advantage of me like this. We have to take it slow. I need more time."*
- *"You're right. I should totally not be taking your bra off… Whoops."*

The idea is to get her to laugh and take her mind out of her inhibited state.

DISCLAIMER: The concept of "no means no" is undoubtedly self-evident to almost all readers. Still, you can get in trouble for what you write, and so, with apologies to the overwhelming majority of readers for whom this is beyond obvious, allow us to clarify that:

- No means no.
- "Stop" is very different from "we should stop."
- If she resists even after you "agree" that you should stop, stop.
- If in any doubt at all, stop. Communication is your friend.

Agree II

A more serious version of the Agree routine above is to say:

"I totally understand. We're still in our comfort and trust building phase. I am really attracted to you, but I understand… We can wait."

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Stop escalating. Have a fun conversation with her. Start the touching again in a few minutes.

Your genuineness and sensitivity to the situation may cause her to reassess what she wants and she will often change her mind. You've given her some sufficient evidence that you are not just interested in her for the sex.

The Seduction phase is one that can't easily be demonstrated or taught live. Fortunately, we can point you to two outstanding resources. One is Chapter 10 of *Magic Bullets* (a book you should have anyway) which goes over the entire avoid-blur-distract model to state breaks and thereby pre-empting a lot of late-stage discomfort from a woman. The other is two masters, Sinn and Tenmagnet, giving their specific strategies and step-by-step plans to move from the Comfort phase into a physical relationship.

- Sinn and Tenmagnet on Seduction (www.LoveSystems.com/cd12)
- *Magic Bullets*, Chapter 10 (*www.magicbulletsbook.com*)

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Chapter 8

Creating Your Own Routines

As mentioned at the beginning of this book, the routines here should not be used robotically but more as examples and as a starting point to build your arsenal of original material. Internalize the underlying mechanisms of proven routines and create your own style so that you are also able to improvise and develop material spontaneously. All the best practitioners use a mix of practiced routines and improvisation.

As you've seen, what makes a good routine varies by phase of the Emotional Progression Model. In this chapter, we will go step-by-step to give you structures to design routines for each effective phase of the game.

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Opening

You really can start a conversation by saying just about anything. What's more important is how you say it and what you say after your opening line. Ideally, your initial body language will communicate confidence and an energy that says you will add value to a woman's night (and to her friends', if, as is usually the case, she's not alone) and that you're not just another boring guy hitting on a pretty woman. Even if you meet someone in the daytime, when she's alone and on her way somewhere, the same principles apply.

Pick a type of opener that best suits your personality and the situations you find yourself in. Experiment with all the different types of openers and see how you do. Opinion openers are the easiest, so if you're having trouble with these, we've created a step-by-step model for creating your own.

The basic formula for an opinion opener is:

Step 1: Hook - Ask a short question, preferably on a female-friendly topic. For example:

"Hey, guys…Would you read your boyfriends email if you thought he was cheating on you?"

Step 2: Tease Their Answer - Improvise off of what they say, tease her, do a quick cold read (Chapter 3), or just find something interesting and unique about it and comment. For example:

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"Note to self…do not date this girl."

Step 3: Time Constraint - Imply that you are not pursuing her and that you're on your way somewhere. For example:

"I can only stay a minute, because I've got to get back to my friends but..."

Story - Tell the story why you asked the original question to make the opener more believable, give them more information about the subject, and elicit more conversation. For example:

"So my friend Chris thought his girlfriend was cheating on him and..."

Opening Topics

A safe bet when approaching women who are by themselves or in all-female groups is to choose topics that are known to be generally interesting to women. Three of the best are:

- Relationships - Anything asking about what you or a friend should do regarding a romantic relationship is always reliable. The angle should be that you are wanting to hear what a woman thinks about the situation. For example: *"Would you read your boyfriend's email if you thought he was cheating on you?"*

- Social Dynamics - Non-romantic relationships and gender differences also provide fertile ground. For example: *"Hey, if a man and a woman get to the bar at the exact same*

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time, who gets served first?" These topics are also suitable for mixed (male and female) groups.

- Popular Culture - Most women like to think that they are culturally savvy and experts on popular culture. Make sure you have a reason to be asking the question. For example: *"What do you guys think of Paris Hilton?"* is uninteresting and obvious, and whomever you ask it to will guess that you have another agenda. In contrast, on a trip to Australia, Sinn and The Don came up with: *"So I've heard Vanilla Ice, Ice-Ice Baby, for the past five nights. Is he some kind of hero to you people or is it a joke like in the US?"* This opener was effective because it was situationally relevant and interesting. Use your imagination and what you have around you and in your life and you'll have plenty of opening material.

Most men begin studying this material because they can't figure out how to start talking to women, when in reality coming up with openers is probably the easiest part of the whole game.

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Transitioning

Of the five different types of Transitions identified in Chapter 6 of *Magic Bullets*, only "Observational Transitions" really use much in the way of routines. This type of Transition is based to a large extent on cold reads, which we discussed in Chapter 3. To help you build your own Observational Transitions, we've researched one of the classic cold reading studies: the Forer effect.

The Forer Effect

The Forer effect (also called personal validation fallacy or the Barnum effect after P. T. Barnum) is the observation that individuals will give high accuracy ratings to descriptions of their personality that supposedly are tailored specifically for them, but are in fact vague and general enough to apply to a wide range of people. The Forer effect can provide a partial explanation for the widespread acceptance of some pseudosciences such as astrology and fortune telling, as well as many types of personality tests.

Forer's Demonstration

In 1948, psychologist Bertram R. Forer gave a personality test to his students, and then gave them a personality analysis supposedly based on the test's results. He invited each of them to rate the analysis on a scale of 0 (very poor) to 5 (excellent) as it applied to themselves: the average was 4.26. He then revealed that each student had been given the same analysis (which had been assembled from horoscopes):

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"You have a need for other people to like and admire you, and yet you tend to be critical of yourself. While you have some personality weaknesses you are generally able to compensate for them. You have considerable unused capacity that you have not turned to your advantage. Disciplined and self–controlled on the outside, you tend to be worrisome and insecure on the inside. At times you have serious doubts as to whether you have made the right decision or done the right thing. You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations. You also pride yourself as an independent thinker; and do not accept others' statements without satisfactory proof. But you have found it unwise to be too frank in revealing yourself to others. At times you are extroverted, affable, and sociable, while at other times you are introverted, wary, and reserved. Some of your aspirations tend to be rather unrealistic."

Source: Wikipedia

Read and learn the above paragraph. Virtually every sentence is a starting point for a quality cold read. These themes can also be useful in longer, comfort-building routines.

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Attraction

The main goal of the Attraction phase is to capture a group's attention and to quickly show that you are a cool, interesting person, without seeming like you are trying too hard to do so.

Attraction routines should generally be short, and have a quick, immediate effect on a woman. If you don't generate interest early, it becomes increasingly difficult to do so as time passes, especially if you are talking to strangers.

Some reliable sources of material for creating Attraction routines include:

- Humor
- Psychology and Games
- Teasing
- Stories

Humor

Volumes have been written on "how to be funny."

Most of these are useless. In the Resources section of this book (Chapter 10) we list some of the exceptions which Love Systems students have found useful in the past. One of these is Love Systems instructors' Sinn and Future interview on the subject (www.LoveSystems.com/cd3).

Write down funny one-liners and pieces of material that you think up or hear, and use these when meeting women. Watch

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the results and adjust accordingly. Re-use the ones the work well. Eventually you will have a whole repertoire of jokes that you know work well through trial and error. You will also begin to see a pattern in terms of what "style" of humor suits you; dry vs. bombastic, cocky vs. self deprecating, and so on. Humor is often learned in a non–logical, instinctual way. You should also pay attention to other funny people and learn from their choice of conversational content and mannerisms.

Psychology and Games

Attraction routines based on psychology and games include the Eyebrows Routine, Smart Test, and various Riddles from Chapter 3. Read widely, and keep your eyes open for material that could make a good routine. *Psychology Today* and *Mental Floss* are two magazines that are good for finding interesting factoids and topics. Turn these into tests and observations that can be delivered quickly. They need not even be 100% "accurate" as long as they are interesting (and sound true). No one is expecting professional advice from a stranger in a bar.

Teasing

Teasing can create attraction because you appear not to be pursuing a woman while simultaneously doing things to attract her. Make sure you don't overdo it. Err on the side of having her be in on the joke rather than being insulting or making her feel uncomfortable.

You can tease a woman for her:

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- Mannerisms
- Body language
- Choices of vocabulary
- Clothes
- Age (if she is young)
- Lack of compatibility with you
- Arbitrary characteristics
- Things she hasn't even done yet
- Etc.

The list of potential topics is endless. Use the examples from Disqualification and Teasing (Chapter 4) as a guide for constructing these.

Stories

As you know, the hallmarks of a good Attraction routine is that it is short, interesting, fun, and corresponds to a woman's emotional triggers. This applies just as much to stories told in the Attraction phase as it does to teases, games, and the like.

Rather than re-invent the wheel, we have included the very comprehensive storytelling manual from *Magic Bullets* as Chapter 9 of this book, which gives a step-by-step guide to both Attraction and Comfort stories.

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Comfort

The Comfort phase is usually the longest of the first six phases of the Emotional Progression Model. The key emotions a woman should feel during this phase include:

- Connection
- Trust
- Intimacy

Connection

Especially early in the Comfort phase, your routines should be primarily focused on building a connection. You are still getting to know one another. The goal is to do this on a deeper emotional level and share the important details about your lives without the conversation becoming stale or mechanical (i.e. the "job interview" conversation, with question after question). The Truth Game in Chapter 5 is a great tool for doing this, but anything that gets her to reveal intimate facts and feelings so that you can reciprocate is good. Or, conversely, you can tell a story in order to cue her to reveal something about herself as well. Also, look for commonalities (shared interests, experiences, etc.) as these help create a sense of connection.

Some routine tools for this phase:

- The Truth Game
- Sharing your beliefs and philosophy on life
- Cold reads
- Finding commonalities through storytelling and questions

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Trust

The next part of the Comfort phase is building trust and feeling that there is a special connection between you and her. Acknowledge that you both feel an unusually tight bond and that she has somehow captured your attention. This can help her trust you and show that you are not just another guy looking for sex. You can also (judiciously) demonstrate vulnerability - there are some great examples of this in the Comfort chapter (Chapter 6) - to show that you trust her with your feelings. Make sure that you do this without jeopardizing the image she should have of you by now as a high-value confident man.

Some routine tools for this phase:

- Statements of interest (Chapter 5)
- Vulnerability routines and stories
- Heart Melters

Intimacy

Toward the end of the Comfort phase, you need to put greater emphasis on having her feel open to increased intimacy, and, ultimately, sex. You've hopefully been increasing the intensity of your touching and have already kissed her. Check the physical touching routines and kiss routines (Chapter 5) if you're having trouble making this happen "naturally." Your intimacy routines should become more sexual without making her feel uncomfortable or risking the sense of connection and trust that you've built.

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Seduction

As noted in Chapter 7, the Seduction phase of the Emotional Progression Model does not necessary lend itself to a large number of routines. Success in the Seduction phase is based primarily on an understanding of female psychology and avoiding "state breaks," in which a woman logically confronts the idea that she is going to have sex with someone new for the first time. Many women will not do this unless you are able to provide enough emotional and/or physical stimulation that she is able to "turn off" the logical side of her brain. If you can't do this, she probably won't enjoy the sex very much anyway, so this actually makes sense on a few different levels. The avoid-blur-distract model for dealing with state breaks is covered in Chapter 10 (Seduction) of *Magic Bullets*.

The unpracticed use of routines in the Seduction phase can actually be dangerous. If you say something in your initial approach that sounds like a "line," you will often be forgiven. If you say something in the Seduction phase that does not sound genuine, you may destroy your chances with a woman. Any Seduction routines that you create will usually be highly situation-specific and designed to avoid or distract a woman from specific state breaks. If you understand how this works, you will be able to say or do the right thing.

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A Final Note

Other routine types and conversational elements (qualifiers, statements of interest, role-playing, cold reads, etc.) are all things you should eventually be able to improvise once you understand the objectives you are trying to reach with each piece of material and where it fits into the structure.

Allow yourself the freedom to be spontaneous. Qualify her based on something she says, not just with a canned line. Create a role-playing scenario unique to where and who you are. Say what comes to your head naturally and see what happens. Study the routines in this book and then learn to improvise and follow your instincts. At first, you might miscalibrate and make a mistake or two, but that's how you learn. You will improve with practice.

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You must be able to build your own routines. There is no way around this. We hope that there is enough in this book to more than get you started. We also did an interview on using and creating routines, which makes an excellent companion to this book. For more advanced training, we recommend either a Love Systems bootcamp (which is important to do anyway) or a routines consultation. A consultation is a one-day, one-on-one session where you work directly with an instructor like one of us to build, refine, and organize your own personal routines. Usually these consultations involve the creation of a "routine stack" so you have a set of routines than lead easily from one to another, that are personal to you and that work well together to give a convincing picture of you and your identity at your most attractive.

- Savoy and The Don on using and creating routines (www.LoveSystems.com/cd9)
- Love Systems Bootcamp (www.LoveSystems.com/bootcamps)
- Routines Consultation (Programs@LoveSystems.com)

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Chapter 9

Bonus Chapter – Storytelling

Storytelling is a crucial skill in Love Systems and the stories you tell should be less "canned" and more personal, so we've decided to include the chapter on Storytelling from *Magic Bullets* to help and augment the routines included in this book.

(Excerpted from Magic Bullets by Savoy)

What Is Storytelling?

Storytelling is a crucial tool in your arsenal, especially in the Attraction and Comfort phases.

The Attraction phase is primarily about having a woman discover things about you that reflect what she's looking for in a man. There are three ways to make this happen: she can observe them; she can learn about them from a third party; or she can be told about them by you. Storytelling fits mostly into the third option as it allows you to tell a woman almost anything you want about yourself. It also provides an opportunity for her to observe some of your good qualities – being a good storyteller and commanding a group's attention demonstrates social intuition and status, and possibly humor. These three qualities are prominent among the eight attraction "switches" that more or less universally catalyze a woman's interest in a man. See Chapter 7 (Attraction) of *Magic Bullets*. These qualities also show her that you are able to feel and convey emotion.

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Storytelling in the Comfort phase can help build a meaningful connection with a woman. Stories provide a great opportunity for her to get to know you better and should encourage her to tell you about herself as well.

What stories you tell and how you tell them gives a woman great insight into your personality. Make sure that your stories (and their delivery) reflect the best part of you, your values, and your identity.

I'll be using lots of mini-examples in this chapter. Often these won't be complete stories, or they will be exaggerated to make my point clear. Don't memorize and repeat them; most were created just for this chapter for the purpose of illustrating one particular storytelling technique at a time.

Storytelling structures can get pretty complicated, but they don't have to be. When I am telling stories, I focus on six key elements:

- A hook line
- The flow (main content of the story)
- Embedded information
- Opportunities for input
- Open threads
- A conclusion

Hook lines

A good hook line will introduce a story and give some clue about what's coming. It should create some suspense and anticipation to focus your listener's attention. Commanding attention is especially important in the Attraction phase, when

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you might be dealing with a larger group whose attention is dispersed; in the Comfort phase, attention is easier to get and you are more likely to be alone with her anyway.

A hook line can be a statement or a question. Some examples:

- Have you ever been to Paris?
- I just had the craziest day!
- You know, you remind me of…

In theory, the hook line should be related to the story you are going to tell. But it's better to have an interesting hook line that isn't completely related to the rest of the story than it is to have a perfectly on–message hook line that doesn't capture your listener's attention.

You can use the hook line as "bait," which is somewhat similar to using open threads (see below). Consider the following dialogue between two people who already know each other:

He: *How are you?*

She: *Good, how are you?*

He: *Not bad. A bit tired; my plane was stuck on the runway for two hours this afternoon. I had to go to New York for the day* [bait].

She: *Why?*

He: [Begin story about going to New York for the day]

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The flow

The main content of the story should flow naturally. Some people advocate writing your stories out word-for-word. From teaching men in real-life situations over the past few years, I haven't found that this is as helpful as determinedly practicing your stories, live, in group after group, and refining them that way. It's more helpful to think in terms of content themes and the emotional impact you are trying to create than it is to memorize stories word for word. But try both approaches and see what works best for you.

Storytelling to women is about emotions. Remove unnecessary logical or factual detail. You only want the minimum amount of non-emotional content to make your story make sense; additional detail must serve a specific purpose (e.g. rooting or embedding information, as explained later in this chapter).

Embedded information

Embedding means using a story that appears to be about one subject to subtly tell listeners about something else. Usually the "something else" will be positive characteristics about yourself that you don't want to bring up directly because you don't want to come across as bragging or trying too hard to impress her.

Thus, what you are actually trying to communicate to her is not the main point of the story.

Consider this example:

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"I love New York, but I always thought there was something strange about the city. I think I know what it is now. It's mushrooms. I did a show there last week and afterwards a bunch of us went on a helicopter tour. It was really beautiful and all, but the weird thing was all the satellite dishes on the roofs. It was like a sea of little white patches, like the skyscrapers had all grown mold. So I figured it out. New York is strange because we're all living under giant mushrooms just like the Smurfs."

Theoretically, the story is about how satellite dishes look like mushrooms from the sky. That's true by the way. It's amazing what you can learn from a Love Systems book. But the point of this story is the embedded information:

- The narrator does "shows" in New York, among other places. This implies status, and potentially wealth, two attraction triggers. In reality, it can be a trade show for all that it matters at this stage.

- Helicopter rides are fairly routine for the narrator. To most women, this implies wealth, and possibly status. In fact, helicopter rides aren't all that expensive or a big deal; they just seem that way. Go take one so you can tell stories about it.

Create your own stories with embedded information for the Attraction phase. Start by thinking of events or situations from your own life that relate to any of the characteristics universally attractive to women. Then, figure out a larger context in which you could tell a story in which that information would be an incidental detail, but would fit naturally within the story. "Larger context" here simply means that the story is

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about something bigger. In the example above, "shows" and "helicopters" fit into the larger context of "New York" or "why New York feels weird."

There are a virtually unlimited number of ways to embed information. To get you started, here are some phrases or lines that could fit into larger contexts and imply good things about you:

- *"I took some friends on a rafting trip up north…"* (attraction trigger: health)
- *"I had to talk my way out of that one…"* (attraction trigger: social intuition)
- *"I was sailing with some friends of mine…"* (attraction trigger: wealth, status)
- *"I'm sort of the leader of my peer group…"* (attraction trigger: status)

Embedding can backfire if you don't do it right. Here are the three most common embedding mistakes I've seen men make:

1. The embedded information appears to be out of place or looks forced into the story.

   - *"I was at the Ferrari dealership to get my car serviced, and my cell phone rang, and it was my brother, so I told him about what happened last weekend when I was doing a show in New York…"* [This isn't subtle. There's nothing relevant about being at a car dealership, let alone about having a Ferrari in this story.]

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2. The story is uninteresting without the embedded information.

- *"I love New York. I had a show there last week and afterwards a bunch of us went on a helicopter tour. It was really beautiful, and I was surprised that I didn't have any fear of heights like I normally do."* [A story about not being afraid of heights is not interesting. She'll know you only told the story to make yourself sound good, which actually conveys low social intuition.]

3. The embedded information overshadows the story.

- *"I love New York, but I always thought there was something strange about the city. I think I know what it is now. It's mushrooms. I was hanging out with my friend Donald Trump and he took us on a helicopter tour to check out some locations for a new casino we're building together. It was really beautiful and all, but the weird thing was all the satellite dishes on the roofs. It was like a sea of little white patches, like the skyscrapers had all grown mold. So I figured it out. New York is strange because we're all living under giant mushrooms, just like the Smurfs."* [No one unintentionally includes details about building a casino with Donald Trump in a story about how satellite dishes look like mushrooms. Building a casino with Donald Trump is unambiguously much more important than how satellite dishes look, so it's simply not credible to tell a story about satellite dishes as if your casino plans were an incidental detail. The more striking the embedded information, the more powerful the story embedding it must be.]

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Open Threads:

Another good advanced tactic is to leave open threads for your audience to ask about, to spur further conversation or to advance the story. For example, in the mushroom story, the phrase *"I did a show there last week"* is an open thread. She may ask you what you do for a living, or what kind of show you did in New York. If you are a performing artist, you can talk about this without appearing to be bragging as long as it is done in response to a direct question. For the rest of us, the only "shows" we are likely to actually do are trade shows. In that case, replace the reference to "shows" to something else. Maybe you were at a charity event or seeing your favorite band. Maybe your company sent you on an emergency trip or you were closing a deal or meeting with investors. Something relevant to you.

Or if it was a trade show, brush off her follow–up questions and create an air of mystery by saying *"I don't want to talk about that now. Get to know me for me,"* and immediately start a new conversational subject. Run an opener if you don't know what to say next, but make sure there is not a long awkward pause. Passing up easy opportunities to make yourself look good in response to her questions can actually come across as a positive characteristic in itself.

As an exercise, see if you can find the open thread in this monologue:

"I was in Japan last week and all over the place there are these machines that look like they sell soft drinks, but it's actually like 50 flavors of milk. Ever had strawberry milk? It tastes like a trip to the dentist. And you don't put coins

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in, either; you use your cell phone to dial a drink."

The open thread, of course, would be what was I doing in Japan?

Opportunities for input

A story can have a more powerful effect on someone if they are actively engaged in it as opposed to just listening passively. Try to structure opportunities for a woman to feel that she is contributing to the conversation. This should be done carefully, as she might unpredictably derail the story's direction or create awkward moments by being unable or unwilling to contribute meaningfully. In previous examples, we've been using elements of an Attraction story, so now we'll switch gears to Comfort. This story, or part of a story, is actually true and is about my mom's cat when I was a kid. It's not a routine I actually use; I designed it as a teaching tool, but feel free to modify it for your own use if you like it. Stories about childhood experiences are generally good in Comfort. They can make you seem vulnerable without being weak, they give you an opportunity to laugh at yourself, and they create commonalities, as childhood is something you both have in common. You'll notice that this story has no hook line; we'll add that in a moment:

Cat Story

"My mom's cat was really old and really big. He was probably the only cat ever born without a sense of balance. I thought being able to balance on ledges and treetops was supposed to be part of the point of being a cat. But we lived

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on an island, so maybe we had mutants. Anyway, when I was little, my first memories are of him walking along the edge of my crib and losing his balance and falling on me. It scared me to death. It probably only happened once or twice, but in my memories it felt like it was happening all the time. In pre–school we all had to draw pictures of things we were afraid of. The other kids drew snakes and monsters. Those never bothered me, not even when my older cousins tried to tell me there were snakes under my floor. I just laughed and told them I wasn't scared. No sir. What scared me was my mom's big old retarded cat. That's why today I have an aquarium. I'm pretty sure seahorses won't escape the tank and jump on me when I sleep."

Now let's play with this story to help a woman become more actively engaged in it. The easiest way to do this is to ask her questions about elements of your story that she might be able to relate to. For example:

- Did you have pets growing up?
- Do you like cats?
- What were you most afraid of when you were a kid?

Many opportunities for input are set up as questions. But they don't have to be. The dialogue below contains an example of a pause where the listener should feel compelled to contribute. I also make one of the opportunities for input into a hook line. This is often a good way of generating hook lines.

Me: *"Did you have pets growing up?"*

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Her: *"Yes, I had two dogs, a whale, and a llama. The llama's name was Bob."* [Okay, she probably won't say this. When I'm creating sample dialogues, sometimes I have the woman say something ridiculous to emphasize that the exact content of her response is irrelevant to what I'm going to say next.]

Me: *"Oh yeah? My mom had a cat. And he hated me…"*

Her: (She responds.)

Me: *"My mom's cat was really old and really big. He was probably the only cat ever born without a sense of balance. I thought being able to balance on ledges and treetops was supposed to be part of the point of being a cat. But we lived on an island, so maybe we had mutants. Anyway, when I was little my first memories are of him walking along the edge of my crib and losing his balance and falling on me. It scared me to death. It probably only happened once or twice, but in my memories it felt like it was happening all the time. In pre–school we all had to draw pictures of things we were afraid of. What were you afraid of when you were little?"*

Her: (She responds – but this one will probably be really interesting and tell me a lot about her. Talking about her response should build comfort. I can either pursue the conversation in this direction or leave it as an open thread and come back to it later)

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Me: *"The other kids drew snakes and monsters. Those never bothered me, not even when my older cousins tried to tell me there were snakes under my floor. I just laughed and told them I wasn't scared. No sir. What scared me was my mom's big old retarded cat. That's why today I have an aquarium. I'm pretty sure seahorses won't escape the tank and jump on me when I sleep."*

This story should have more of an impact on a woman than the first version, since she becomes invested, and she contributes to it. The opportunities for input are not difficult for her, which is important. It's hard to be listening to someone else talk and then suddenly come up with something interesting to say. But everyone knows what they were afraid of growing up and whether they had pets.

By the way, did you notice the open threads: *"we lived on an island"* and *"I have an aquarium?"*

Some general rules for inviting input:

- Make it as easy as possible for the listener
- The listener's input should confirm or advance where the story is going anyway.
- Use "notional input" when you don't want to risk the story going in a different direction or as training wheels to get practice inviting input. Notional input is where you ask her to confirm something that you assume to be true. For example, if you were telling a story about your nephew, you might start with *"My 8–year old nephew Samuel did the funniest thing this morning. You like kids,*

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right?" You wait for the "yes" answer and then continue with the rest of the story.

Conclusion:

A good story should end on a high note that brings the action to a conclusion. It doesn't have to be a humorous punch line that leaves everyone rolling around in laughter, but it does have to wrap up the story and communicate that it is over. What you absolutely don't want is for someone to react to your story with an expectant pause and then say *"so then what happened?"*

Here are some examples of good conclusions (you can imagine the stories that lead into them):

- *"And that's why I never drink tequila."*
- *"I'm pretty sure he's never coming back."*
- *"That was probably the first time a kid had to tell his parents that THEY were grounded."*
- *"I'm pretty sure that seahorses won't escape the tank and jump on me when I sleep."*

If you can't think of anything, you can finish by telling her what you learned from the experience. You don't have to actually say *"and what I realized from this was…"* although it's not bad if you do. In Comfort it might be a real lesson or insight. In Attraction it more likely should be something humorous.

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Delivery:

A story can take any length of time, from as little as 30 seconds to as long as 30 minutes, or even longer in the right context. Make your story length fit the situation. In a loud nightclub, no one is going to listen to you for more than a minute or two right after meeting you, so keep your stories short. Later on, when you're in the Comfort phase and maybe sitting in a quieter area, longer stories may be more appropriate. Learn to insert and remove material from your stories depending on the situation. Many of my best stories have a "short version" and a "long version." This is another reason why you should focus on the general outline of your stories as opposed to memorizing them word for word.

Make sure you get everyone's full attention before you begin. If you don't have the group's attention, either command it by being louder or stop talking until they are focused on you. If you lose someone's attention while you are telling them a story, just stop and look at them until they focus. Or you can playfully say: *"Hey, show's over here."*

The biggest mistake I see most men make is that they are not "living the story." This is another reason why it's important that your stories are actually related to your personal experiences. For example, if you are telling a story about a party at your brother's house, you should be able to mentally immerse yourself in the atmosphere of the party. You should be able to see, smell, feel, hear, and taste everything that you were sensing at that moment.

Most of this information will be unnecessary detail. You may

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remember that your sister–in–law was wearing a long red dress that she looked uncomfortable in, but if it's not relevant to the story, don't include it. But you still need to know and feel these details to put yourself psychologically "in the moment." This will make your story much more captivating and seem more "real." This is similar to how actors draw upon their personal experiences to convey attitudes and feelings and to create an emotional response in their audience. In addition, having that background detail available to you makes the rest of your storytelling better. This is similar to an author creating extensive "backstories" for his or her characters. The backstories are full of details that will never get into the book, but they endow the characters with much fuller and more interesting personalities.

If you're not interested in what you're talking about, there's no chance anyone else will be either. Take your new friends on a journey with you through the story. Personalize your openers, stories, and routines to things that you are genuinely passionate about. Someone with excitement and enthusiasm in their eyes talking about a model train set that he built (on the surface, not that fascinating to most women) will get far better results than someone going through the motions of talking about his career as a movie producer.

Insert pauses strategically in your stories. They create tension and anticipation. Using the stories we looked at previously in this chapter, I've added a couple of potential pauses. Often pauses will come while you're addressing facts as opposed to emotions:

- *"I love New York, but I always thought there was something strange about the city. I think I know what it*

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is now. [pause] *It's mushrooms.* [pause] *I did a show there last week and afterwards…"*

- *"My mom's cat was really old and really big. He was probably the only cat ever born* [pause] *without a sense of balance."*

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Storytelling is a vitally important skill, not just in dating science but for any aspect of your life. Sinn and Future are both experts (both have worked as stand-up comedians) on the theory and practice of storytelling and humor, and we highly recommend their interview. Most Love Systems bootcamps include at least one storytelling exercise, where instructors like us help you take experiences from your life and turn them into attraction or comfort routines. If you haven't taken a bootcamp, we both strongly recommend it. All Love Systems instructors were once students, and it's typical to see most skilled men in dating science being bootcamp alumni. If a bootcamp isn't feasible, some Love Systems instructors do one-day one-on-one work, and can work with you on your storytelling and other skills (as well as practicing at restaurants, malls, lounges, and bars with whatever beautiful women happen to be there).

- Sinn and Future on Storytelling and Humor (www.LoveSystems.com/cd3)
- Love Systems Bootcamp (www.LoveSystems.com/bootcamps)
- One-on-one with instructors (Programs@LoveSystems.com)

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Further Resources

This book is a great tool, and we strongly doubt that a better routines manual will ever be created.

However, routines by themselves won't make a beautiful woman fall for you. They're a tool, and an important one, but they need to be used in the context of a system. And once you've mastered a system, you'll realize that a routine isn't always the right tool. There are other tools you will want to learn. Your goal is to succeed with women, not to master routines.

In general, this is how you should be thinking of your skills after reading this book:

1. An overall system
2. Workshops and training
3. Advanced material
4. Routines on video
5. Keep up to date

1. An overall system – *Magic Bullets*

The routines in this book were selected and designed to be used in the *Magic Bullets* structure. Routines without a system may yield the occasional success, but you're hardly using them to anything like their full potential. Most of you have probably read *Magic Bullets*, so you can skip the rest of this section, but if you haven't, head over to the *Magic Bullets* page

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(www.magicbulletsbook.com) and pick it up (or download the free chapters).

Magic Bullets is the quintessential guide to dating science today, and is the Love Systems "bible." It's also a living book, in that we are constantly experimenting and pushing the frontiers of knowledge, and new discoveries get added to future versions of the book. If you bought a legal copy of the book, these updated versions are sent to you, for free, automatically.

In addition, if you are interested in "Direct Game," you should also check out the Badboy Lifestyles Seduction Guide (http://www.badboylifestyles.com/webUI/ebook/) and the accompanying 3-CD set "Badboy Style" (www.badboylifestyles.com/bbstyle).

2. Workshops and training

You can read about it, see it, and hear it, but there's really no substitute for actually doing it.

Live training usually involves three things:

- Intensive classroom seminars, with individualized feedback on your fashion, identity, routines, and rigorous drills and exercises to practice opening and approaching, storytelling, qualification, and so on. You will be prepared and ready to succeed from the first night.

- Approaching and attempting to seduce random beautiful women, over and over, anywhere from coffee shops to bars. A professional dating coach will watch and listen and tell you after each approach what you did right and wrong and

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how to improve for the next one. And you'll keep doing it until you improve.

- Watching and listening to a master dating coach at work, as he demonstrates various techniques and gives you behaviors and strategies to model. You can see how a master dating coach can attract even the most unapproachable women - live. This is important. If you don't know what solid game really looks like, it's very hard to develop it for yourself.

All of the workshops listed below include 3 days of seminar work, 2 nights of field work (where you and the instructors go out to meet and practice on beautiful women), and a money-back guarantee.

- Love Systems (www.lovesystems.com/bootcamps)
  The authors of this book, and many of the contributors to it, are Love Systems instructors. These are the top dating coaches and workshops available today.

- Brad P. Presents! (www.bradppresents.com/training)
  Brad P. (and one of his assistants, Glenn P.) have a number of routines scattered in the book. Their workshops consistently garner great reviews. Savoy has sat in on a Brad P. Presents! workshop and can personally vouch for its effectiveness.

- Badboy Lifestyles (www.badboylifestyles.com/workshops)
  Badboy Lifestyles trainers are masters of "direct game." They will teach you how to confidently approach a woman without hiding your intentions, and make her fall for you. Both of us have sat in on at least one Badboy Lifestyles workshop and were blown away.

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All three of these organizations also offer individualized or one-on-one training. This is more expensive, but may be more convenient for some people.

It's easy to postpone attending a workshop. They're not cheap and they're not always convenient. We can say with confidence that this is a mistake. Both of us are former workshop students, as are virtually all Love Systems instructors. On your first day of the workshop, you will probably be blown away by the instructors' skills. Don't be. They were once in your chair. If you learn from them and practice what you've learned, your skills can equal or exceed theirs. We've seen this happen over and over; that's how we recruit new instructors.

There's never a perfect time to take a workshop. There's always a reason not to. Part of dating science is internal transformation, and that includes seizing the moment. If you're serious about having beautiful women as a normal and easy part of your life, then make it happen. Now. Waiting a year just means that you will have one year less to enjoy your new skills once you develop them. You don't get extra time at the end to enjoy your life just because you were late getting started.

Another pitfall some people fall into is waiting to take a workshop until their skills improve. This is backward. The progress people make after a workshop is infinitely quicker than the progress they made before one. And you should have the results you want now, or in a few months, as opposed to some distant future point.

If you've read this book and *Magic Bullets*, start planning your workshop now. Pick a date. Sign up. Pay your deposit. Make it happen for real.

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3. Selected advanced material

By far the best source of advanced material is a monthly audio program creatively known as The Interview Series. Every month, two of the world's top dating coaches are interviewed together on a specific subject, ranging from Approaching to Seduction or from Phone Game to Threesomes. It's a unique product, since every topic gets treated in tremendous depth, from at least two perspectives, and there's an opportunity to hear the tonality and delivery that the masters use in different situations.

We strongly recommend subscribing to the interview series at www.LoveSystems.com/ivs. It's $24.99 per month plus shipping.

When you subscribe, you will be sent the current month's interview, and a new interview every month afterward. So you don't have to start back at CD#1, but all of the previous interviews do make an excellent home study library for an amazing number of different topics.

That being said, it's much cheaper to subscribe (about 50% off). Plus subscribers get the interviews usually several months before everyone else, and other goodies including their own mailing list and bonus content.

Other than getting *Magic Bullets*, this is the single most important thing you can do right now:

www.Lovesystems.com/ivs

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Advanced material, by topic

In this section, we've also combined all of these previous interviews with some other resources we recommend, and sorted them by topic. For anything you are having trouble with or want to improve, you can go straight to the source.

Approaching and Transitioning:

- Sinn and Savoy on Opening (www.LoveSystems.com/cd1)
- "Instant Attraction" by Brad P. (www.BradPpresents.com/instantattraction)
- The Don and Tenmagnet on The First Five Minutes (www.LoveSystems.com/cd14)
- How to Handle Approach Anxiety (www.BradPpresents.com/aa)

Attraction:

- Future and Tenmagnet on Value (www.LoveSystems.com/cd16)

Qualification:

- Sinn and Vision on Qualification (www.LoveSystems.com/cd8)

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Comfort:

- Breakthrough Comfort specialty seminar (www.LoveSystems.com/btcomfort)

Seduction:

- Interview with Sinn and Tenmagnet on Seduction (www.LoveSystems.com/cd12)

Relationships:

- Relationship Management DVDs from Savoy (www.LoveSystems.com/rm, coming in Spring 2008)

Meeting women in bars and clubs:

- Savoy and The Don on Advanced Winging (www.LoveSystems.com/cd21)
- Moxie and Future on Obstacles and Other Men (www.LoveSystems.com/cd7)
- Social Circle club game by Brad P. (www.BradPpresents.com/socialcircle)

Meeting women outside of bars and clubs:

- Savoy and Tenmagnet on Warm Approach (www.LoveSystems.com/cd13)
- Savoy and Badboy on Social Circles (www.LoveSystems.com/cd20)

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- Day Game seminar (www.LoveSystems.com/daygame)

Humor:

- Sinn and Future on Storytelling and Humor (www.LoveSystems.com/cd3)

- Mainstream humor books and DVDs that have been recommended by past students:
  - Humor Theory: Formula of Laughter by Igor Krichtafovitch
  - True and False: Heresy and Common Sense for the Actor by David Mamet
  - Three Uses of the Knife by David Mamet
  - Comedian (movie) by Jerry Seinfeld

Phone Game:

- Sinn and Savoy on Phone Game: (www.LoveSystems.com/cd10)

Dates:

- Ajax and Future on Dates: (www.LoveSystems.com/cd4)

- Planning the perfect date, by Brad P.: (www.bradPpresents.com/perfectdate)

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Fashion and Identity:

- Brad P.'s fashion bible: (www.bradPpresents.com/fashionbible)
- Tenmagnet, Sinn, and Future on Identity: (www.LoveSystems.com/cd6)

Advanced Strategies - Important:

- Sinn and Savoy on Frame Control: (www.LoveSystems.com/cd5)
- Savoy and Brad P. on Taking Chances: (www.LoveSystems.com/cd15)
- Sinn and The Don on Physical Escalation and Kissing: (www.LoveSystems.com/cd11)
- Savoy and Speer on Damage Control: (www.LoveSystems.com/cd22)
- Underground Dating Seminar CDs: (www.bradppresents.com/udscds)

One Night Stands:

- One Night Stand seminars: (www.LoveSystems.com/ons)
- Brad P. "Pheremone Kid" 3-CD set and step-by-step guide: (www.bradppresents.com/pheremonekid)

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Threesomes:

- Savoy and Badboy on Threesomes (www.LoveSystems.com/cd18)

- Brad P.'s threesomes CD set (www.bradPpresents.com/threesomes)

4. Routines on Video

We have a great DVD resource available to you from the producers of FastSeduction.com. As you develop your routine arsenal, it is natural that you may want to see and hear them being delivered so you know how they are done. That is where routines on video come into play.

"The Art of the Pickup: Tactics and Techniques"

This DVD set is a video companion to the Routines Manual, created with the primary purpose of taking your skills with routines to the next level. It is produced in a unique educational DVD format, developed by the founders of FastSeduction.com and MindWorks Productions. Here is just some of what you will get:

- Over 100 of the top routines and variations.
- Video explanation of "How to Create Your Own Routines"
- Bonus audio commentary on routines by Jay Valens and Ray Devans, the co-founders of FastSeduction.com, and professional narration throughout all scenes
- Freeze-frames with close-ups for extra clarification emphasis
- Alternate scenes for dealing with resistance and pitfalls

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- Auto-rewind for emphasis of important points and variations
- Special motion graphics and floating text explanations
- Detailed titling in all stages to reinforce learning at every step
- Interactive video and menus making full use of DVD technology.
- On-screen hints for special terms (like the white rabbit feature in "The Matrix" DVD).

Here is what Brad P. had to say about the original "The Art of the Pickup" DVD set:

"'The Art of the Pickup' is a clearly stated, highly specific, well thought out visualization of cutting edge seduction theory being put into practice. It's perfect for those who are just starting to learn. I thought the explanation of "getting physical" was particularly useful, as this is often one of the most difficult hurdles for seduction students."

In "The Art of the Pickup: Tactics and Techniques," each routine and tactic is brought to you as a complete experience, intended to be its own learning package. You can concentrate on a specific routine you want to learn or are having problems with, and watch it over and over again until you have perfectly internalized the body language, timing, delivery, tonality, the sequence of words - in short everything you need to get it down perfectly for when you deliver it in real life.

For more information, check out:

www.artofthepickup.com/routinesbook

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5. Keep up to date

The best way to keep up to date with new developments in dating science is of course to subscribe to the Interview Series (www.LoveSystems.com/ivs). But that's not the only source of continuing information and resources. In fact, there are three good places to check out.

- The Attraction Forums (www.theattractionforums.com). This phenomenal website is a great place to find a "wingman," to search for and read articles and "field reports" from the masters, to share information and ask questions to others, to find or post routines, and to make friends. It's free.

- The Love Systems Publications Library (www.lovesystems.com/publications). Many of the best techniques and field reports are added to this library, which grows every week. It's a great database for the best tips to develop your skills.

- Fast Seduction 101 (www.fastseduction.com). This site provides resources about and explanations of various dating and seduction techniques for pickup artists. It is the largest seduction website of its kind on the Internet, and includes forums, a growing 450,000 post searchable archive, live chat, instant messaging, product reviews and recommendations, a wingman finder, seduction tips and guides, community wiki, newsletters, and more.

You will also want to check out the free newsletters from top dating gurus. Sometimes these are full of great information or new breakthroughs and reading them regularly will inspire

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you to keep developing your skills. We list a few of the best below. Just go to the home page for each website and look for a newsletter signup box:

- Love Systems' Insider (www.LoveSystems.com)
- The Badboy Club (www.BadboyLifestyles.com)
- Brad P. Presents Newsletter (www.BradPpresents.com)

Conclusion

Not every good resource is listed here. However, this should give you a road map for the next year or so. We were once in your shoes, so we know what it's like. Write us any time at info@LoveSystems.com.

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Major Contributor Bios

Savoy - Nick (Savoy) is President and Program Leader of Love Systems and is the author of *Magic Bullets*, our "bible" of dating science and social dynamics. He has taught thousands of men worldwide and is still occasionally available for one-on-one training. He loves adventure and a challenge. After college, he traveled the world for several years, managing international businesses in Europe, the Middle East, and South Africa. He has an MBA from Wharton and an Honors Degree in History from McGill University in Montreal.

Sinn - One of Love Systems' lead instructors, Sinn is also the creator of the groundbreaking Day Game seminar that applies the Love Systems methodology to "daytime" locations for meeting women. He is also the co-developer of the immensely powerful Breakthrough Comfort seminar and the notorious One Night Stands program. Sinn is one of the leading visionaries and developers of new material in dating science today.

Future - Future's success with women rests on his naturally positive attitude, his ability to always remain playful when interacting with women, and his quick sense of humor. Future is also one of Love Systems' lead instructors and co-developer of Breakthrough Comfort. Future is a stand-up comic and filmmaker, and is a former US Marine.

The Don – Originally from New York, The Don came to Los Angeles to attend the University of Southern California and has stayed there ever since. He is an accomplished screenwriter, a member of Mensa, and an avid reader. The

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Don uses a combination of intelligence, humor and strategy to find and attract women of top quality. He is a passionate teacher, teaching students the tactics to generate attraction and reshaping their beliefs about what they are capable of with women.

Tenmagnet - Famous for his irreverent sense of humor and remarkable creativity, he has mastered the art of talking to any woman about anything. In his private life, Tenmagnet is an aspiring writer and is active in the local music scene; he also runs a bar and concert venue in downtown Toronto. Tenmagnet is a frequent and very popular star of The Interview Series.

Captain Jack - During the day, Captain Jack writes advertising copy, studies behavioral psychology, works on the next great American novel, and hangs out with his two daughters, aged 7 and 5. He loves helping other men and believes anyone willing to follow the Love Systems technique and adopt winning behaviors can become immensely successful with women.

Rokker – A native of Stockholm, Sweden, Rokker believes in the value of a strong and coherent identity. This has led him to pursue a career as a singer/songwriter and musician. Using a playful and humorous attitude, Rokker likes to help students eliminate their inner fears of rejection and adapt a style that is natural for them. He is very talented at helping students develop a more playful style and a commanding presence.

Soul - Soul has a strong sense of determination. Using Love Systems and his own drive to improve, he grew from the stereotypical introverted class geek to a socially astute charmer with an enviable social life. Soul believes in developing all aspects of the mind, body and spirit in order

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to achieve one's goals. He is a seasoned martial artist, an avid reader, and a talented young hip-hop dancer. He is one of the most successful dating coaches in London.

Braddock – Braddock's story is one of tremendous commitment and perseverance. He went from being a popular high school athletic star to lost and confused with women after moving to a big-city college. He eventually trained with top Love Systems instructors and developed the skillset that has allowed him to date some of the most beautiful women in the U.S. Midwest, including a member of the "Maxim Top 100." He is currently a law student and entrepreneur.

Mr. M - Mr. M is a lead instructor with Love Systems, and is renowned for attracting and dating the most beautiful women in the UK. He is part-owner of London's premiere VIP/celebrity nightclub hosting company and is a successful international lawyer. However, Mr. M was not always the charismatic playboy that he is today and is living proof that excellence with women is something that you can learn. He only had his first kiss when he was 20 years old! Since that time, Mr. M has dated celebrities, models, exotic dancers, actresses, Playboy Playmates and professionals alike.

LBD - A former US Army Special Forces Officer, one of LBD's firmest beliefs is that success with women goes hand in hand with success in life. He is well rounded, equally comfortable being outdoors as he is in a nightclub. He has competed in the ecochallenge, traveled all over the world, trained in the martial arts, and can speak intelligently on an wide range of subjects. He believes that the more one experiences in life, the easier it is to relate to others. He has dated all types

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of women from exotic dancers to Ivy League graduates to Olympic athletes.

Brad P. – Brad is the visionary creator of Brad P. Presents!, one of the hottest and most successful dating coaching outfits around today. A teacher by training, he ensures that not only does the information get presented but that it's properly understood and internalized. After learning dating science from from some of the greatest naturals in the world, Brad developed the Brad P. Presents! curriculum in 2005 and has been helping men all over the world improve their lives ever since. He is a prolific author and developer –learn more about him at www.bradppresents.com.

Glenn P. - Glenn is a world class hair stylist and dating coach. He has been coaching for Brad P. Presents! since November, to rave reviews. He leads Brad P.'s New York City practice, and teaches occasional workshops and one-on-one sessions there.

Badboy - Badboy founded www.badboylifestyles.com in Europe and teaches his own style of direct game that focuses on how to connect with a woman at a deep, instinctual, sexual level through body language and by radiating confidence that can only come from strong "inner game." Badboy teaches how to project dominance and create instant attraction with lightning speed to bypass a woman's logical brain and instantly connect with her emotions and sexual drive. He is the author of the very popular Badboy Lifestyles Seduction Manual and is the creator of the Carpe Diem Live Video Program and the Badboy Style 3-CD Set.

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